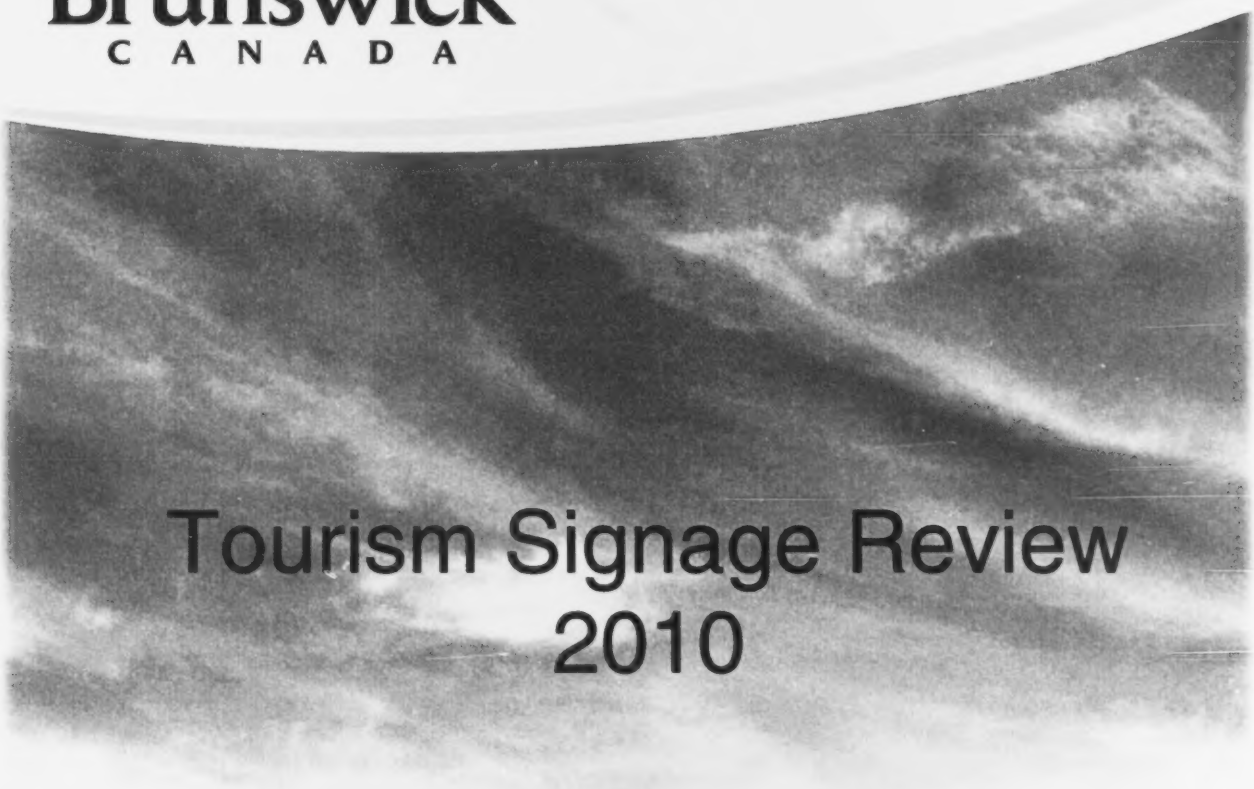
New Nouveau
Brunswick
CANADA



Tourism Signage Review 2010

Nova Scotia, Prince Edward Island, Ontario, Québec, Maine, New Hampshire, Vermont & New Brunswick

Prepared by:
Department of Tourism and Parks and
Department of Transportation
October 2010

New Nouveau Brunswick CANADA

Tourism Signage Review 2010 Final Report

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Introduction

The Department of Tourism and Parks and Department of Transportation work cooperatively on tourism related signing for the Province of New Brunswick. Signing can be a contentious issue as it may be perceived differently according to the stakeholder.

It was therefore decided to send a representative from each Department to several neighbouring jurisdictions to take a closer look at tourism related signing programs available elsewhere. This report outlines the various signing programs available in other jurisdictions as well as in New Brunswick. The report also contains information on program costs, and the best practices and current issues for each jurisdiction. Each jurisdiction has had the opportunity to review the information in this report to ensure the accuracy.

Objective

The objective of the Tourism Signing Review was to obtain information on tourism signing programs in other provinces and states, to compare New Brunswick's tourism sign programs with these jurisdictions and to make recommendations to enhance, improve or update current New Brunswick programs. This was a joint mission, completed by the Department of Tourism and Parks and the Department of Transportation. Areas selected were Prince Edward Island, Nova Scotia, Vermont, Maine, New Hampshire, Ontario and Québec.

The goal was to obtain information on the following:

1. Programs available to tourism industry operators.
2. Costs to the tourism industry,
3. How signing programs are working.
4. Signing "best practices".
5. How New Brunswick signing programs compare.

Methodology

A questionnaire was prepared and mailed to each jurisdiction prior to meeting with provincial or state representatives. New Brunswick staff travelled to each location to meet with representatives from both Tourism and Transportation departments and to observe signing in these jurisdictions.

In many cases, the actual signing was followed to observe the confirmation or follow-up signing from the main arterial or interstate highway system to the establishment being advertised and to obtain photographs of the signing programs.

Parts of the final results were obtained from a considerable number of documents provided by the jurisdictions as well as research obtained throughout the process.

The meetings included thorough discussions on tourism signing in each of the jurisdictions. The level of interest in the Tourism Signing Review and the quality of the participation from everyone was overwhelming. In most cases, many senior staff from the jurisdictions participated in the discussions.

Executive Summary

For the most part, the information contained in the **Tourism Signage Review 2010** is based on tourism type signing along controlled access highways.

Key Findings

1. **Tourist Oriented Directional Sign (TODS) Program** – Out of seven jurisdictions visited, five have a program similar to the New Brunswick Tourist Oriented Directional Sign (TODS) Program and two have an Official Business Directional Sign (OBDS) Program, which is similar to TODS but is not limited to only tourism businesses.

   In all jurisdictions, three or four signs are permitted per sign structure. It is understood that the visitor/motorist cannot read all the information on the sign structure. The jurisdictions advised that the visitor is looking for a particular location/attraction and the eye will scan directly to the sign face for the specific establishment name being sought.

Access Controlled Highways – Major Attraction Signs

NS MTASP Sign

QC PTE Sign

ON TOD Sign

NB TOD Sign

Major Attraction signs were introduced in New Brunswick in the late 1990's when private advertisements outside right-of-way were prohibited within 500 metres of the edge of the highway. One major attraction establishment per sign structure is allowed and the signs are designated for major attractions only. The sign size is determined according to the message on the sign however the signs are approximately 16' x 14' in size.

Compared to the other jurisdictions the New Brunswick Major Attraction signs are designed to be easily read on high speed highways thus increasing visibility and safety.

Note: In Prince Edward Island, Maine, Vermont and New Hampshire, attraction signs on access controlled highways are banned.

Major Attraction Sign Costs

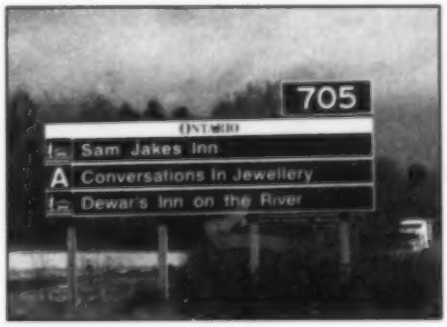
Place	Initial Cost	Yearly Cost	18-year Cost
NB	$12,320	As required	* $12,320
NS	$13,600	As required	$13,600
ON	$4,977	$4,977	$89,586
QC	$2,187	$729	$15,309

* A Major Attraction sign in New Brunswick lasts approximately 18 years.

NOTE: The size comparison for the four jurisdictions varies considerably. (See page 26)

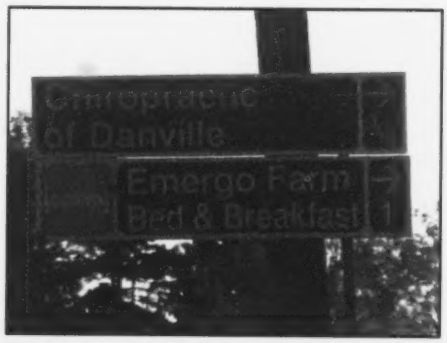
Regular Attraction Signs

PE TDS Sign



ON TOD Sign

QC Tourist Facility Sign



VT OBDS Sign

NH TOD Sign

ME OBDS Sign

In New Brunswick, one establishment per TOD sign structure is allowed and the signs are designated for tourism operators only. The signs are designed to be easily read and include follow-up signs from the primary TOD sign to the establishment. Based on feedback and challenges from various New Brunswick tourism operators over the past few years, the majority of tourism operators are not fully aware of the signage programs available in general, and more specifically the TOD Signing Program for rural highways.

NBDOT TOD sign

Cost for Regular Attraction TOD-type Signs

Jurisdiction	Initial Cost	Yearly Cost	6-year Overall Cost
NB	$ 600	$ 100	$ 1,200
PE	$ 480	$ 180	$ 1,560
ON	$ 4,977	$ 4,977	$ 29,862
QC	$ 2,187	$ 729	$ 5,832
VT	$ 560	$ 450	$ 3,560
NH	$ 1,835	$ 37	$ 2,060
ME	$ 560	$ 112	$ $1,120

Note: In evaluating costs, note the size comparison for the jurisdictions vary considerably (see table on page 26). Also New Brunswick's cost is based on one sign per structure and all other jurisdiction's costs are based on three signs per structure.

It should also be noted that in New Brunswick, all follow-up signing is included in the initial cost of the Regular attraction sign which is not the case in any of the other jurisdictions.

All Costs are based on Canadian currency.

2. ***Highway Advertisements (private signs)*** – in Prince Edward Island, Maine, Vermont and New Hampshire, highway advertisements (private signs) are banned.

   Nova Scotia prohibits signs within the regulated area, which is 1,000 metres (1 km) from the centre line of the highway and Ontario prohibits signs within the regulated area which is 400 metres (nearly ½ km) from the highway right-of-way (ROW).

   Quebec prohibits advertising signs within 300 metres of the highway unless a permit is obtained from the Minister of Transportation in which case the advertisement sign is permitted 75 metres from the edge of the highway. Quebec does not limit permits to only tourism businesses.

   In New Brunswick, the regulated area is 500 metres from the near edge of the travelled portion of the highway (white edge line). New Brunswick allows highway advertisements within this regulated area. Advertisements are allowed one metre outside the highway ROW which is generally 45 metres from the white edge line.

Note: signs in New Brunswick are limited to tourism businesses only.

Prince Edward Island and Vermont consider signage as having a negative impact on maintaining and preserving a scenic environment. Preserving the natural environment and protecting the scenic quality of their province/state takes priority over tourism signing.

3. ***Distance Between Sign and Business*** – In most jurisdictions, the distance a sign can be installed from the tourism business is considerably shorter than distances permitted in New Brunswick. Ontario's criterion is a maximum of 40 km. In Nova Scotia, the furthest distance between a sign and business is 38 km and in Quebec 20 km.

   In New Brunswick, the distance a tourism sign can be installed from the establishment is 60 km if the sign is installed along a controlled access highway, and 25 km if the sign is installed along the secondary highway system.

   Research recommends that the distance a sign be installed from an establishment not exceed 30 km for higher speed roadways (100 km/h or greater) and 20 km for lower speed roadways (less than 100 km/h).

4. ***Logo Program*** – four of the seven jurisdictions offer a Logo Program on controlled access highways with one of the four allowing logo signs to be installed only on the exit ramps. Several jurisdictions felt logo programs were unfair to most tourism operators, especially the smaller ones (not a level playing field). In two jurisdictions, logo sign programs replaced private advertisements outside ROW.

Vermont tested the value of a logo program with the consumer and the public reaction to a logo program was negative.

NS Logo Program

ON Logo Program

NH Specific Motorist Service Sign

QC Logo Program

ME Logo Program

In New Brunswick, a version of a logo program was introduced in 1997 and industry participation was extremely low. The majority of the tourism industry, which are smaller operators, believed the program to be unfair and inequitable. The program was discontinued after public consultations were held in 2000.

5. ***Service Tab Signing*** – all jurisdictions sign for police, hospital, etc. with service tabs. This report deals with blue service tabs only.

   Four of the seven jurisdictions offer a Service Tab Signing Program, funded by Transportation, but three of the jurisdictions sign only for essential services (food, fuel, accommodation, visitor information, campgrounds and telephone). None of the jurisdictions visited offered a Rural Service Tab Signing Program for services on non-controlled access highways or local roads.

   New Brunswick offers two service tab signing programs for essential services and tourism establishments.

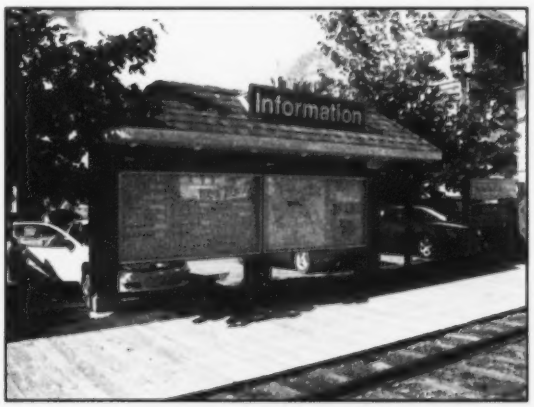
   #1 The Blue stand-alone (BSA) service tab signs are installed along controlled access highways to advise motorists of essential services and tourism establishments available at each exit.

   #2 Rural service tab signs are installed along secondary highways for essential services and tourism establishments in rural New Brunswick.

NBDOT BSA Sign

Additional Promotional Programs – three jurisdictions developed an additional component to compliment the signage programs for the travelling public. In Prince Edward Island, the component is called "Map Stops", in Vermont called "Travel Plazas" and in Ontario they are called "Tower Signage". This component allows Tourism operators to purchase advertising space to promote their attraction in free-standing structures where large volumes of visitors stop/congregate.

PE Map Stop Sign



Vermont Travel Plaza

6. ***Fairness*** – all jurisdictions visited control signing within municipalities along controlled access highways.

   In New Brunswick, along controlled access highways, cities and towns control highway advertisements outside the highway ROW within the municipal limits.

   This is a challenge and confusing for industry as it creates another layer for the tourism industry in New Brunswick to deal with. It also reinforces the issue that some tourism operators do not have to follow the rules which causes frustration and anger for operators.

   Tourism operators in New Brunswick consistently ask for:

   - Fairness with all sign programs
   - A level playing field (Same rules for everyone)
   - Everyone to be required to follow the rules

7. ***Administration of Signage Programs*** – in the US jurisdictions, with the exception of "turnpikes", and in most Canadian jurisdictions, Transportation departments are responsible to administer highway signing regulations.

   In New Brunswick, depending on the location and/or type of sign, industry may be required to communicate with several administrators regarding the installation of a sign; i.e. DOT, Brun-Way Highway Operations, Maritime Road Development Corporation (MRDC), Dexter Transfield Systems or a city or town.

   This can be confusing and very frustrating for industry, as well as for provincial government staff, to know which administrator to contact to access information.

8. ***"Welcome To New Brunswick" Signs*** – there is only one jurisdiction (Prince Edward Island) that changes the "Welcome To Province/State" sign message and design on a regular basis. All other jurisdictions have installed a more permanent type of "Welcome To Province/State" sign.

   New Brunswick has "Welcome To New Brunswick" signs installed at all border entry points into the province. In the past, the message and design on the signs, at the major entry points, changed to reflect the tourism marketing message/branding. Changes occurred from summer to winter seasons and the designs were revised every two to three years.

Tourism and Parks will revise the "Welcome To New Brunswick" gateway signs in 2010 and 2011.

9. ***Scenic Drive Signing*** – all jurisdictions have a Scenic Drive type of program.

   The Scenic Byways Program in the US is a national program where routes throughout the United States receive a national designation. This program includes government grants and is a very flexible program, but nationally, is very competitive. There is $40 to $50 million designated annually for the program throughout the United States and some state governments may match funds that are awarded to their specific state.

   All provinces visited also have scenic drive type programs but signage appeared to be inconsistent and not as wide-ranging as New Brunswick's scenic drive signing. Next to New Brunswick's Scenic Drive Program, Quebec's Tourist Route Program appears to be well organized with defined criteria and standards for designating a tourist route. In addition, all costs associated with the designation and signing of a tourist route in Quebec are the financial responsibility of the lead organization of the tourist route.

   Information for visitors on touring by scenic drive did not appear to be readily available in any jurisdictions.

   Based on the jurisdictions visited, New Brunswick's Scenic Drive Program appeared to be more comprehensive than the other areas. The comprehensive approach of using highway signage, the Touring Guide, the Travel Map, the website, etc. works well but there are areas that can be improved upon. Although Tourism and Parks will continue to include scenic drives in Tourism Marketing

Programs, municipalities and tourism operators need to play a critical role by promoting their scenic drive as widely as possible.

It should be noted that an improvement in New Brunswick for the 2009 season was the new design of the scenic drive symbols and changes to the highway signs. In most cases, the extruded highway signs at the beginning of each Scenic Drive and the trail blazers were enlarged (larger symbol and increased letter heights).

10. ***Access to Signage Information*** – most jurisdictions have websites where industry may access information on various highway signage programs.

    New Brunswick also provides information on various signing programs available to the tourism industry through DOT's website and the Highway Advertisements Information Kit. Links to DOT's website are available on the Tourism and Parks corporate website as well as the Tourism Industry Association of New Brunswick's (TIANB) website.

    A variety of information related to signing is on the Tourism and Parks corporate website to compliment the DOT website.

11. ***Communication with Industry*** – most jurisdictions have very little direct communication with the tourism industry regarding signing programs; other than the information provided on the websites, all jurisdictions communicate with the tourism industry through tourism associations.

Most of the jurisdictions indicated that, overall, industry is supportive of the regulations and the various signage programs.

Numerous jurisdictions noted that there will always be a few that want what they cannot have.

12. ***Technology*** – the modern day traveller uses a variety of tools such as travel maps, Map Quest and Google Earth websites, Global Positioning System (GPS) devices, etc. to provide directions or guidance to various destinations. Most jurisdictions felt the demand for highway signage will diminish as the use of GPS devices increase.

    Also, any hand-held or portable device (PDAs, computers, etc.), that have the capability to download, can download maps and information from websites.

13. ***The Purpose of Tourism Signage*** – all jurisdictions identified that signage is consumer driven and based on the needs of the consumer (the motorist). The goal is to direct the consumer to the business.

    All jurisdictions identified that signs are to be used for wayfinding and directional purposes only and not a means of advertising or promotion. This is further confirmed with research from an international expert on human behaviour related to highway signage, that on highways where speed exceeds 90 km/h, the motorist can only read and understand 8 to 10 words (less if photos or pictograms/symbols/logos are used).

    All jurisdictions noted that highway signage is not a marketing tool and regulated that marketing type information is not permitted on highway signs. In most cases, signs cannot carry enough information to "sell" an unknowing visitor on a product or a location.

14. ***Enforcement*** – all jurisdictions believe that enforcement must be strict and swift to be fair to all operators. In jurisdictions where enforcement is strict, it appears that industry supported the regulations and some actually monitored their competitors. Quebec is in the process of amalgamating the two Acts regulating the installation

of private advertisements and will implement an enforcement plan following the amalgamation.

In New Brunswick, operators consider the programs unfair when one operator is allowed to install an illegal sign and it appears no action is taken to remove the sign. Operators are frustrated, and in some cases angry, that it takes so long have illegal signs removed. Some have openly advised that it is worthwhile installing an illegal sign due to the length of time it takes the province to deal with it.

It should be noted that signs installed outside the highway ROW along level I and level II controlled access highways within cities and towns, fall under municipal bylaws. Therefore, it appears to the operators that the Province is allowing exceptions by allowing their competitors to install illegal signs.

15. ***National Transportation Associations*** – all seven jurisdictions are members of a National Transportation Association.

    It is all-important to safety of highway users, that consistency of signing be maintained to best serve driver expectation and therefore provide the best opportunity to optimize safety related characteristics. Inconsistent traffic control devices, of which signing is one of the most visible, must be avoided if highway safety is to be promoted by the various jurisdictions.

    In the USA, the national organization is the Federal Highway Administration (FHWA), while in Canada it is the Transportation Association of Canada (TAC).

16. ***Digital Signage*** – most jurisdictions have not had requests for the installation of digital signs but two legislatures, Ontario and Quebec, have ruled against digital signs on highways due to the impact on safety.

17. ***Out-of-Province/State Signs*** – none of the jurisdictions allow out-of-province/state signs within their province/state.

Technology

The modern day traveller uses a variety of tools such as travel maps, Map Quest and Google Earth, GPS devices, etc. to provide directions or guidance to various destinations. Most jurisdictions felt the demand for highway signage will diminish as the use of GPS devices increase.

The use of GPS for travellers has increased considerably over the past few years. Over the next few years, the pressure will be on Transportation Departments to ensure all guide signs, route markers and street name signs are in place as the demand and usefulness for advertising type signing diminishes.

Best Practices

Following are common Best Practices identified by all jurisdictions visited.

1. The consistency in the design and layout of signs.
2. Defined criteria for businesses that qualify for signs.
3. The understanding that signs are wayfinding and directional only and are not used as a marketing tool.
4. Strict and swift enforcement of programs promotes fairness for all operators.
5. Transportation controls the installation of private advertisements on controlled access highways outside the highway right-of-way even through municipalities.
6. The responsibility for controlling sign clutter and maintaining a pristine and scenic environment.

Current Issues

Following are common Issues identified by all jurisdictions visited.

1. Space availability/limitations along controlled access highways in some areas for various sign programs.
2. Unlevel playing field for all industry operators i.e. exceptions for some and not others, sign decisions made contrary to standard highway practices, etc.
3. Cost of sign programs not covering actual costs for manufacture and installation.
4. Sign maintenance costs and time required to keep up with the volume of maintenance required.
5. Dealing with operators who want to install signs illegally.

Conclusions

Based on all jurisdictions visited:

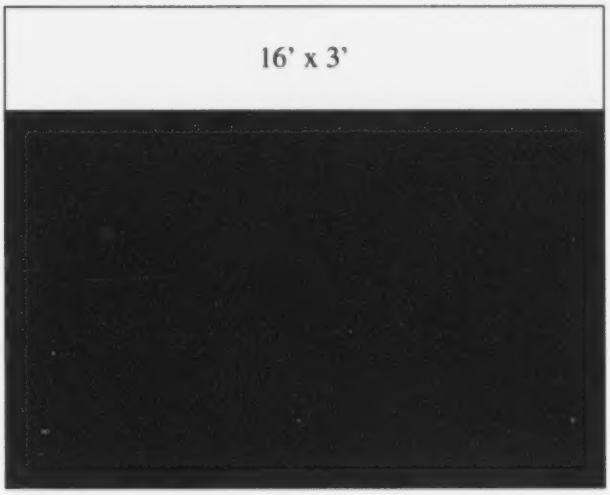
1. It appears that New Brunswick and Québec have more signing programs available from a tourism industry standpoint.
2. The cost of a New Brunswick TOD sign is less expensive than all other jurisdictions visited (based on sign size and annual fees).
3. Sizes for TOD Attraction signs available to New Brunswick tourism operators are considerably larger than most jurisdictions.
4. Considerable efforts are made to ensure:
    - Fairness with all sign programs
    - A level playing field (Same rules for everyone)
    - Everyone required to follow the rules

Major Attraction - Sign Size Comparison
Controlled Access Highways

New Brunswick

The full outline below is the average size of a Major Attraction sign in New Brunswick. The yellow is the size of the Major Attraction sign in the jurisdiction.

Nova Scotia



Major Attraction - Sign Size Comparison
Controlled Access Highways

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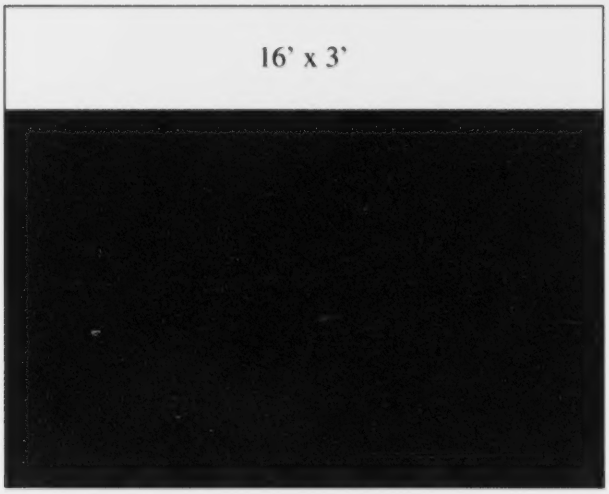
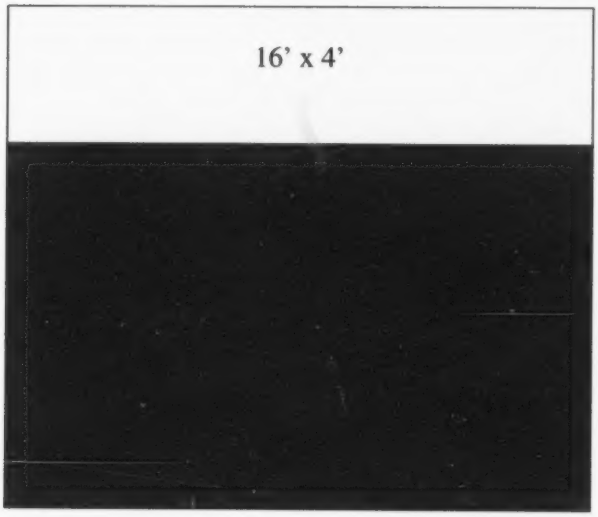
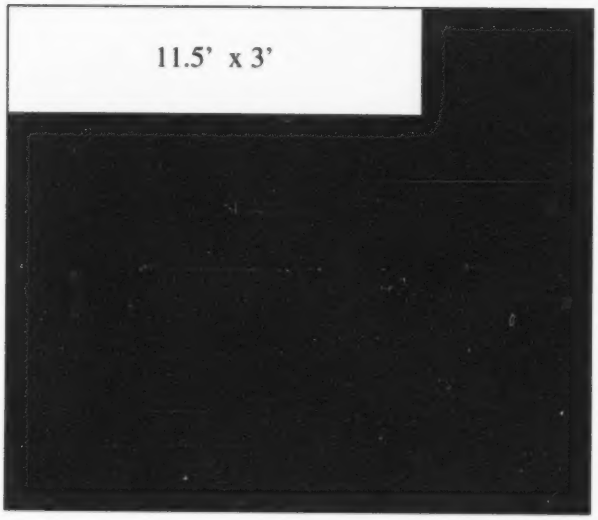
Nova Scotia



Ontario



Québec



Regular Attraction Sign Size Comparison
Rural Highways

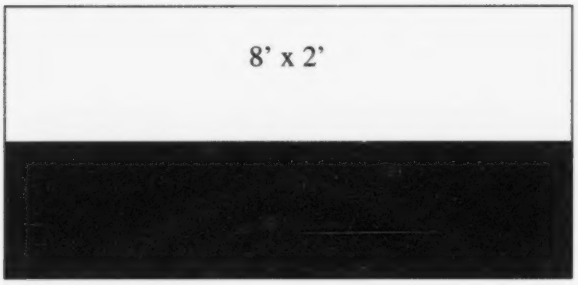
New Brunswick

The full outline below is the average size of an Attraction sign on rural highways in New Brunswick. The yellow is the size of the comparable signs in the jurisdiction.

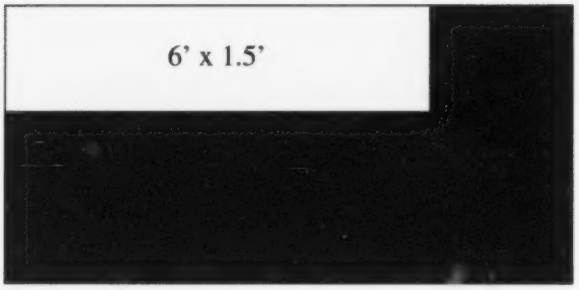
Ontario

18' x 1.5'	
	Square footage: Ontario = Rural 27 sq. feet Urban 40 sq. feet NB = 40 sq. feet

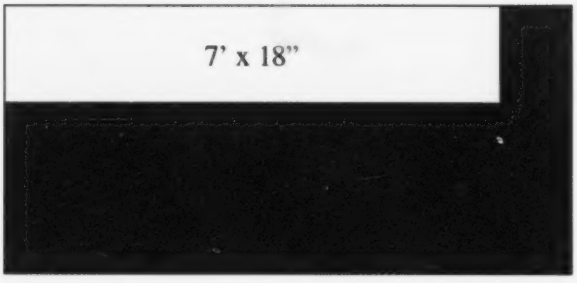
Québec



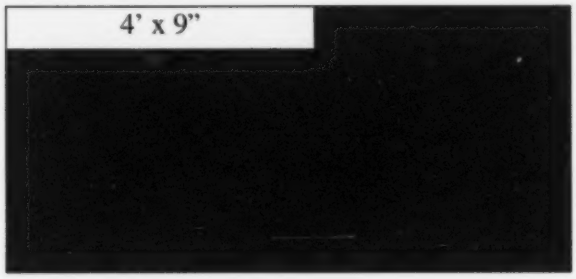
Québec



Prince Edward Island



New Hampshire



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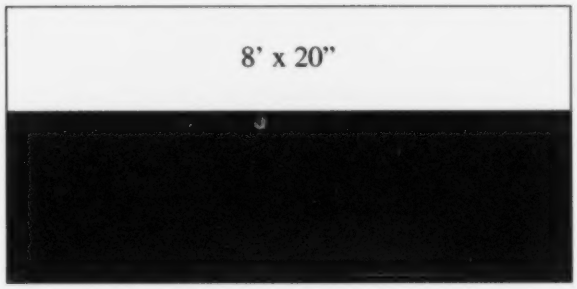

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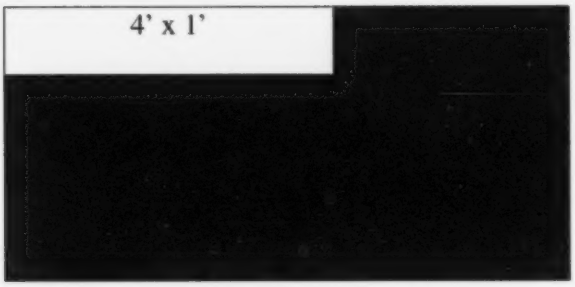

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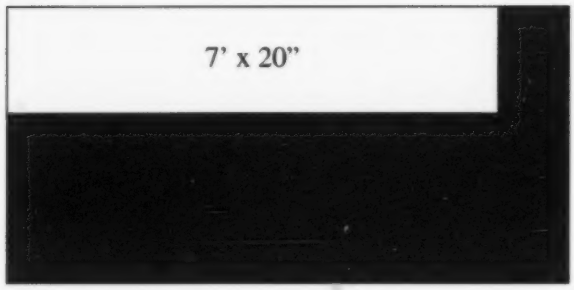

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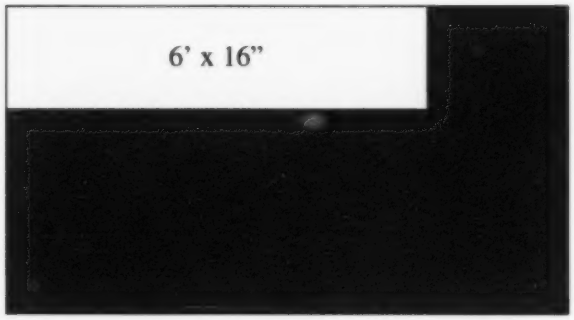


1.0 Prince Edward Island

1.1 Overview

1. The priority is to minimize signing on the island – the department, the visitor as well as approximately 98% of the tourism industry agree that the scenic landscape of the province is more important than highway signs. The Prince Edward Island Highway Signage Act recognizes "the island's landscape as the single most valuable resource or product for the tourism industry and thus establishes restrictive measures on all signing".

   As for the other 2%, the department's comment was "there will always be people that want what they are not allowed". The vast majority of operators and consumers are in agreement with the regulations.

2. All programs managed by Tourism including their signing programs, are consumer research based.

3. Industry is very supportive of the Highway Signage Act – Prince Edward Island Tourism has considerable power and support regarding signing. There is virtually no flexibility in any of their signing programs.

4. Tourism has complete support from the Tourism Industry Association of Prince Edward Island (TIAPEI) on the signing programs and the Highway Signage Act – TIAPEI lobbies Tourism for signing standards and stronger compliance. Tourism feels the partnership and support from the industry association is key.

5. Prince Edward Island does not allow promotional highway advertisement signing within or outside the highway right-of-way.

6. Prince Edward Island's Highway Signage Act is designed to be a "Wayfinding Signage Program". The Tourism Directional Sign (TDS) Program carries the business name, a symbol (if requested) and a directional arrow only.

7. The only types of Off Premise signing that is allowed on Island highways must fall under one of the following programs: Tourism Directional Signage, Tourism Special Event Signage, or Tourism On-Premise Signage.
8. There are no exceptions allowed within the Prince Edward Island signing programs.
9. There is no corporate logo sign program. Prince Edward Island feels it is unfair to all industry.
10. The department expects tourism operators to market themselves and a sign is not considered a marketing tool.
11. No exceptions are made for industry operators regarding signing. Regulations are adhered to.
12. The province controls signing on controlled access highways outside the highway right-of-way within Municipalities.

1.2 Roles

The Tourism department administers the Highway Signage Act. They approve signing applications and are responsible for enforcement. Transportation's role is to manufacture and install highway signing including TDS.

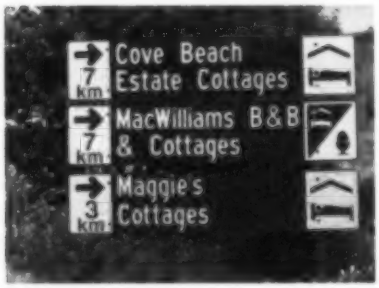
1.3 Sign Programs available to Tourism Industry

1.3.1 Tourism Directional Sign (TDS) Program

1.3.2 Symbol Board Program

1.3.3 Map Stop Program

1.3.1 Tourism Directional Sign (TDS) Program



The comparable program to the New Brunswick TODS Program in Prince Edward Island is called Tourism Directional Signs (TDS).

Under this program:

- For tourism businesses only, as defined in the Regulations
- Wayfinding/directional – not promotional
- Maximum number of four signs per establishment
- 18" x 7' aluminum signs
- Only for businesses within 15 km of the sign
- Business name limited to a maximum 24-28 characters
- Letter heights 5" to 6"
- Three signs per structure
- Three structures per intersection
- Not for straight-ahead signing
- Must be at an intersection of two or more highways

- Cost $160 per sign initial fee and $60 per sign per year for maintenance.

Note: The New Brunswick Regular Attraction sign (4' x 8' sign) is a very large sign compared to the Prince Edward Island TDS sign and New Brunswick allows one operator per sign structure.

1.3.2 Symbol Board Program

This Program is a variation of TDS Program which is designed to take the pressure off locations with too many TDS signs outside communities or where there are clusters of tourism businesses in one area.

Communities appreciate this Program as the Program provides more visibility and reduces the numbers of TDS.

1.3.3 Map Stop Signage Program

To reduce highway signing clutter and to provide a venue from which the travelling public can determine and locate tourism businesses in an area, the Highway Signage Act provides for the Minister of Tourism to install a tourism Map Stop Area sign. This type of signing takes pressure off locations with too many TDS signs inside communities.

Under this program:

- Map Stops signs are free standing, double-sided, lighted structures located within municipalities (2001 construction cost was approximately $10,000 /structure).
- Maintenance is performed annually.
- Display fee is $50 per year.
- One advertisement is permitted for each establishment.
- Operators participating in the Map Stop Area Program cannot participate in the TDS Program.
- Tourism manufactures, installs and maintains the map stops.

1.4 Sign Regulation

Prince Edward Island's sign regulation is similar to the sign regulation in Maine and Vermont, in that highway advertisements are banned from use along the highway system.

1.5 Private Advertisements

Private advertisements along the highway system both within and outside the highway right-of-way on Prince Edward Island are banned.

1.6 Enforcement

The Prince Edward Island Department of Tourism has compliance officers to enforce the Highway Signage Act. When an illegal sign is displayed, the Compliance Officer contacts the land owner giving five days to remove the illegal sign. If the sign is not removed, the Compliance Officer has it removed, the Compliance Officer either removes it or has it removed.

Land owners who fail to remove illegal signs can be fined a minimum of $500.00 and are charged the cost of removal if they wish the sign returned to them.

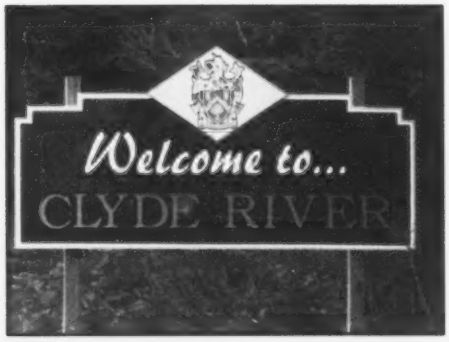
1.7 "Welcome To" Signage

1.7.1 Welcome to Province/State
1.7.2 Welcome to Municipality

1.7.1 Welcome to Province/State

"Welcome To" Prince Edward Island signs fall under the Department of Tourism and the sign message must be tied into the Tourism Marketing Programs. The life of the sign is from 3 to 5 years. These signs are in two locations, Borden and Wood Island.

1.7.2 Welcome to Municipality



"Welcome To" a Municipality sign may be installed at the entrance to a municipality (city, town, or village). All costs associated with the manufacture, installation and maintenance of the sign is borne by the municipality.

1.8 Visitor Information Centres (VIC)

There are four Provincial Visitor Information Centres located at the gateways – Borden, Souris, Wood Island and the Charlottetown Airport.

There are also Destination Centres and Welcome Centres.

Destination Centres are managed under contract to the Department by Regional Tourism Associations in Charlottetown, Summerside, St. Peters and Cavendish. The Department of Tourism manages the standards for these Centres.

Welcome Centres are small locations where standards are outlined by the Department. The staff must be trained and the centres maintain specific hours of operation but this is not monitored closely.

1.9 Industry Communications

The tourism department deals with their industry through the Tourism Industry Association of Prince Edward Island (TIAPEI) and the province feels their industry is very supportive of their signage programs and regulations.

1.10 Scenic Drive Programs

Prince Edward Island has three Scenic Drives. They are called Coastal Drives. Prince Edward Island has just finalized the re-branding the symbols for each of the drives.

The Prince Edward Island tourism industry uses the Coastal Drives as the foundation of their marketing programs.

1.11 Best Practices

1. Signage programs are consumer driven/research based.
2. Signage is directional/wayfinding only, not for marketing/ advertising purposes. ("signs provide a service for the consumer/ motorist not for the operator/business").
3. The ban on highway advertisements (private signs). Tourism receives compliments from visitors regarding the lack of signs cluttering the highways.
4. "Straight ahead" signs are not permitted.
5. Limits on the amount of signage allowed.
6. The province controls signing on the Trans Canada Highway outside ROW even within municipalities.
7. Cities may allow private advertising signs provided they meet or exceed Provincial Regulations.
8. Ministers and MLAs understand and support the Highway Signage Act and the importance of the regulations on the Island's landscape and therefore, do not consider exceptions. Ministers and MLAs do not have the authority to make exceptions under the Act – it is considered breaking the law. By supporting the regulations the MLAs are protected – when exceptions are made, the whole system gets called into question.
9. The industry uses the provincial Coastal Drives as the foundation of their marketing efforts.
10. The support to the province from TIAPEI is key to the success of signage on the island. TIAPEI supports the Highway Signage Act and lobbies the Minister and Cabinet for more compliance.
11. Prince Edward Island does not allow corporate/logo signage as it is considered unfair to the majority of tourism industry operators.
12. "Map Stop" signage is available for areas where TDS signs are not available or where operators feel a "Map Stop" would be more effective than a sign.

13. Prince Edward Island Tourism has compliance officers on staff and enforcement is swift and consistent, ensuring a level playing field.

1.12 Current Issues

1. In some areas, there are more requests for signs than space available. Waiting lists are in place.
2. The current TDS Program does not allow for straight-ahead signing. The Act requires a sunset clause giving operators a time frame to remove any signs that were previously grandfathered.
3. Clarity of information in the Highway Signage Act regarding on-premise signs. (Act to be amended)
4. Real Estate signs are only allowed as on-premise signs but in the past two years have been appearing everywhere. The Regulation was to be amended in Spring 2010 to address this issue.

2.0 Nova Scotia

2.1 Overview

1. In Nova Scotia no highway advertisements are permitted within 1,000 metres/1Km of the centre line along the 100 Series highways (access controlled highways) – a virtual ban. Advertising signs are permitted on non-access controlled highways provided a license is issued by the Minister of Transportation. The Government has placed a moratorium on the enforcement of the regulations on the province's secondary highway system.
2. DOT controls signing on controlled access highways outside of ROW within municipalities.
3. Nova Scotia does not have a TODS Program. The Major Tourist Attraction Signage Program (MTASP), is similar to New Brunswick's TODS Program, and is tied to their Travel Guide.
4. Signage is consumer driven; not operator driven.
5. Consumer research is used in making sign decisions.
6. Signage is not considered an advertising tool. It is for wayfinding/directional purposes only, not for marketing tourism operators. The tourism industry is expected to market themselves through other venues.
7. NS is a member of Transportation Association of Canada (TAC).
8. There is minimal flexibility within the NS signage programs.
9. Transportation controls signage on the Trans-Canada Highway (TCH), including the TCH within municipal boundaries.
10. Industry currently has no input into the sign programs but the province does consult with/inform the Tourism Industry Association of Nova Scotia (TIANS).
11. Overall industry is saying the signs are ugly and messy – "clean it up". Industry is supportive of a cleaner environment when it comes to sign proliferation.

2.2 Roles

The Nova Scotia Department of Tourism, Culture and Heritage (Tourism) and the Department of Transportation and Public Works (Transportation) developed the Major Tourist Attraction Signage Program (MTASP). Tourism establishes and monitors attraction criteria for tourism operators to qualify to be included in the Doer's and Dreamer's Travel Guide and to participate in the MTASP.

The Transportation administers the *Advertising Signs Regulation* under the *Public Highways Act.* Transportation is responsible for the manufacture and installation of all signs along the 100 Series highways. Transportation is financially responsible for the Service Tab Program. The financial responsibility for all other sign programs rests with the applicant with the exception of the Scenic Travelway Program which falls under the financial responsibility of Tourism.

2.3 Sign Programs available to Tourism Industry

2.3.1 Major Tourist Attraction Signage Program (MTASP)
2.3.2 Business Logo Program
2.3.3 Service Tab Program

2.3.1 Major Tourist Attraction Signage Program (MTASP)

The comparable program to the New Brunswick TODS Program in NS is called the Major Tourist Attraction Signage Program (MTASP) and this program is tied to the NS Travel Guide.

Under this program:

- The operator must meet tourism criteria and be listed in the Travel Guide (criteria are based on 5,000+ visitors, hours of operation, orientation for visitors and the establishment approved as an attraction).
- No marketing is allowed on signs.
- Tourism clearly identifies these signs as wayfinding only.
- Tourism determines the wording to be used on the sign.
- Letter height is normally 10" and 8" but the Department will use 8" and 6" letters. The letter height and number of words is not an issue on MTASP signs as it is understood the motorist will "scan" a sign assembly looking for a particular business and will locate and read only the business name they are looking for.
- Distance criteria do not apply. There is no maximum distance stated within the program, however, the maximum distance an attraction is currently from the exit is approximately 38 kilometres. The attraction operator is not required to post a distance but it is suggested by Transportation that it would be a benefit to the motorist.
- Four signs are allowed per sign assembly.
- Size is standardized at 16' x 3'
- Cost for two sign structures is $14,600.00 plus $2,400.00 for each business on the structure.

  i.e. based on 2009 costs:

  The first establishment requesting a sign would pay $14,600 + $2,400.00 = $17,000 for one sign in each direction including a trailblazer at the end of the off ramp. An option would be for the first establishment to lobby other establishments to sign at the same interchange and to share the cost of the sign structure. If there were three operators, the cost per operator would be approximately $7,300.00 for a sign in each direction.

- It is the financial responsibility of the owner of the major tourist attraction sign to replace the sign if it gets damaged or when it is due to be replaced.
- Failure to repair or replace attraction signs when requested may result in suspension from the Program. The attraction would then need to reapply to the Program and if approved would be responsible for the cost of the sign removal, repair/replacement and re-installation. All costs would have to be paid in full before signage could be re-installed.
- The business must be open at least one year before qualifying for an MTASP sign.

2.3.2 Business Logo Program

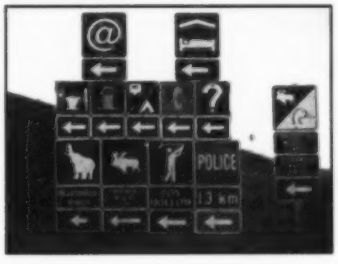
The objective of the Business Logo Program is to provide business identification and directional information for qualified accommodations, food, fuel and farm markets to motorists on the 100 Series controlled access highway system. This Program was introduced due to the elimination of advertising signs within 1000 metres of the centreline on the Nova Scotia highway system.

Under this program:

- The distance criteria from the exit for gas is 3 km, for food 5 km, for accommodation and farm markets 10 km.
- A maximum of six logos are allowed for each structure.

- A maximum of four sign structures are allowed for each exit if space permits.
- The average cost for a sign structure and signs is $18,400 to $25,000 + $300 per logo per sign assembly yearly for maintenance and replacement.
- Priority is given based on a first come basis. Distance from the highway exit to the qualifying business is applied when several applications are received at the same time.
- An operator may use any logo. It was noted that many logos were unrecognizable and logos with words were virtually impossible to read.
- The logo size is 36" x 36" on the 100 Series highway and 24" x 24" at the end of the off ramp.
- Business logos do not have to be reflective.
- Businesses are not permitted to participate in the MTASP sign program.

2.3.3 Service Tab Program:



The objective of this program is to identify motor services, tourism facilities and transportation services to encourage the motorist to leave the 100 Series access controlled highway system to obtain services or visit the facilities located within these areas.

Under this program:

- Each service symbol has criteria.
- Businesses are not permitted to participate in any other sign programs.
- Service tabs are color coded; motor services brown, tourism blue and transportation green.
- There is no maximum number of service tabs for each exit. If there are too many tabs for one sign structure, a second structure may be added if space allows.
- Follow-up tabs with directional arrows are provided at the end of the exit ramp. (no distances).
- All costs associated with the manufacture and installation of service tab signs are the financial responsibility of Transportation.
- The business must be registered with a sector association to qualify for a service tab.
- Service tabs are installed only on the access controlled highways – Transportation does not install rural tabs. The only tabs on rural highways are follow-up tabs to signs on access controlled highways and are the responsibility of the operator. Tabs must be purchased by the operator and installed prior to a Service Tab sign being installed on the access controlled highway.

2.4 Sign Regulation

The Nova Scotia *Advertising Signs Regulation* prohibits the installation of highway advertisements within 1000 metres from the centre line of the travelled portion of the highway along the 100 Series access controlled highways. The regulation permits advertisements to be installed along non-access controlled highways with a permit issued by Transportation.

2.5 Private Advertisements

Highway Advertisements are banned within 1,000 metres from the centreline on the 100 Series access controlled highways.

2.6 Enforcement

Under the *Advertising Signs Regulation* illegal sign owners are required to remove an illegal sign within 10 days of the receipt of a letter from the Minister of Transportation and Public Works. If signs are not removed when requested, all costs associated with the removal of the signs by Transportation and Public Works or their contractor are recorded and if the sign owner does not pay Transportation and Public Works for the removal, then the removal costs are forwarded to Service Nova Scotia who acts like as a collection agency for government. For the most part the *Advertising Signs Regulation* in Nova Scotia is enforced.

With respect to the non payment of fees for the various other sign programs Nova Scotia offers, Transportation forwards the information to Service Nova Scotia for collection.

2.7 "Welcome To" Signage

2.7.1 Welcome to Nova Scotia
2.7.2 Welcome to Municipality

2.7.1 Welcome to Nova Scotia

Tourism Nova Scotia has reviewed the Welcome to Nova Scotia signs and two new signs are to be installed in 2010 with a completion date of 2011 for the remainder.

2.7.2 Welcome to Municipality

Welcome to municipality signs fall under NS Community Identity Program. This program is intended to identify Nova Scotia's cities, towns, villages, regional municipalities, municipal districts and counties with unique signage to encourage travelers to leave the 100 Series access controlled highways system to visit the communities, districts, municipalities and tourism businesses located within these areas.

DOT manufactures and installs the community identity signs with all costs being borne by the applicant ($11,000 per sign). Signs are 17' x 10' and the municipality must submit the complete design to DOT.

2.8 Visitor Information Centres (VIC)

2.8.1 Provincial Visitor Information Centres
2.8.2 Municipal Visitor Information Centres

2.8.1 Provincial Visitor Information Centres

There are 8 provincial Visitor Information Centres (VICs) in Nova Scotia and 77 municipal VICs.

The provincial VIC signs fall under the MTASP Program. The signs are manufactured and installed by Transportation with funding by Tourism. The department, the Tourism Industry Association of Nova Scotia (TIANS) and the industry cannot agree what should be included on these signs.

2.8.2 Municipal Visitor Information Centres

Municipal VICs, that receive funding from the local municipality as well as the Regional Tourism Industry Association, qualify for listings in the regional guides and websites and for the "?" symbol which falls under the Service Sign Program. Municipal VIC's are only permitted to use the brown and white "?" tab and no other signs on access controlled highways.

2.9 Industry Communications

Tourism communicates with the tourism industry through the Tourism Industry Association of Nova Scotia (TIANS) as well as regional tourism industry associations. The province feels that the majority of industry is supportive of their signage programs and regulations.

2.10 Scenic Drive Programs

NS has three Scenic Drives, eight Scenic Travelways and three Scenic Diversions. The Scenic Diversions are small routes off a designated Scenic Travelway.

Tourism is responsible for the design and funding of the Scenic Drive and Scenic Travelways Program signs. Transportation manufactures, installs and maintains the signs on behalf of Tourism.

2.11 Best Practices

1. The programs are current with similar programs in other jurisdictions;
2. Programs are designed to inform motoring public what the surrounding area has to offer;
3. Signage is designed and installed for the safety of the motoring public.
4. Signage is for directional/wayfinding purposes only.
5. Signage is not for marketing tourism operators. Tourism operators are expected to market themselves by other means.
6. Signage is consumer driven, not operator driven.
7. Transportation controls signing outside the highway right-of-way along the Trans Canada Highway even within municipalities.

2.12 Current Issues

The lack of dedicated funds has proven to be detrimental to the maintenance of highway signs.

1. Maintain/upgrade existing signage;
2. Exceptions to sign programs by senior staff
3. The moratorium government placed on the enforcement of the Advertising Sign Regulation for the secondary highway system.
4. Quality of signs – Transportation has a small maintenance budget which does not appear to cover the needs. The quality of the logo signs was a problem. Many were faded and some, although new, are not readable or recognizable. However, Transportation has moved from using inks to 3M vinyl and all logo signs have now been replaced.

3.0 Vermont

3.1 Overview

1. Vermont has very strict sign laws/regulations.
2. There is a ban on highway advertisement signs on all highways within the State.
3. The pristine scenery and lack of sign clutter is a priority.
4. Vermont receives positive feedback from the visitor on lack of sign clutter.
5. The seven-member State Travel Information Council develops and oversees regulations and policies related to all signage.
6. The Agency of Transportation (Transportation) implements and enforces the regulation and signing policies.
7. Transportation controls signing on controlled access highways outside the highway right-of-way within Municipalities.
8. Signs are not for advertising purposes. Signs are considered a wayfinding/directional tool.
9. Vermont feels too much weight is put on what a sign can do for a business.

3.2 Roles

The Agency of Commerce and Community Development (AACD) provides the chair of the Travel Information Council (Tourism), which oversees the OBDS Program and other all other regulations relating to signage. ACCD develop materials for the travel information plazas and are responsible for development and distribution of the Official State Highway Map.

Tourism develops tourism signing policies and regulations and oversees tourism related signing programs.

Transportation's Sign Control unit operates the OBDS Program, receiving and reviewing applications, ordering, installing and removing signs, and billing businesses.

Transportation implements the Policies and regulations developed by the Tourism and are also responsible for enforcement.

3.3 Sign Programs available to Tourism Industry

3.3.1 Official Business Directional Sign (OBDS) Program
3.3.2 Motorist Services Signs (MSS)
3.3.3 Travel Information Plazas

NOTE:
Vermont has no Logo Sign Program. This program was tested and public reaction was very negative. It was determined that "this type of program only helps the larger chains and smaller operators lose out". Consumer feedback was negative as well.

3.3.1 Official Business Directional Sign (OBDS) Program

Vermont has no special signage programs specifically for tourism businesses. The comparable program to the New Brunswick TODS Program in Vermont is the Official Business Directional Sign (OBDS) Program. The OBDS Program allows all types of businesses to sign within their municipality.

OBDS signs are not permitted on access controlled highways. Vermont uses the premise that highway guide signing will lead the motorist to a municipality or community then the OBDS Program will deliver the motorist to the business. This is considered user friendly and business friendly.

Under this program:

- OBDS are owned by the State and are classified as official traffic control signs.
- Signs cannot be installed on the same road as the business.
- The signs are made of plywood.
- Signs must be within the same municipality as the business. It is assumed that the visitor can find their way to the municipality.
- Readability of signs is not a consideration – it is understood the consumer is looking for a specific business and knows the name of the business.
- Only the legal name of the business and necessary directions can appear on the sign.
- Maximum of three businesses is permitted on a sign assembly.
- Businesses can only have one sign in any one direction and can have a maximum of four signs.
- A sign is not for advertising – wayfinding/directional only.
- The initial fee for an OBDS is $75 per sign with a yearly maintenance fee of $60 per sign (fees established in 1983).

3.3.2 Motorist Services Signs (MSS)

In Vermont the Motorist Services Signs (MSS) Program is similar to the Blue Stand-alone (BSA) Service Tab Signing Program in New Brunswick.

Under this program:

- Services on the MSS are checked every 2 years to verify that the service is still available and that the service continues to meet the established criteria.
- One MSS is allowed per exit.
- A maximum of 6 service tabs is allowed per sign.
- Symbols are national symbols.
- Vermont follows federal guidelines Manual of Uniform Traffic Control Devices (MUTCD).

3.3.3. Travel Information Plazas

Travel Information Plazas are free-standing, roofed, information panels and are meant to replace directional signs in some locations. The Plaza functions in three ways:

1. as an inexpensive but practical solution to provide visitor information,
2. at areas where there would otherwise be a heavy demand for individual signs and
3. as information and orientation devices in downtown areas (they replace sign clusters).

The Plazas achieve their effectiveness through descriptive plaques, symbols, travel information, directories, listings, and maps.

Currently Vermont has approximately 70 Plazas, 23 are owned and maintained by the state and the remainder are owned and maintained by various municipalities.

Under this program:

- Each advertisement is provided on a 6" x 6" magnetized vinyl plaque.
- The license fee per plaque is $25.
- The structure should be illuminated.
- Travel Information Plazas are signed for with a form of OBDS called Travel Information Directional Signs (TIDS).

- Travel Information Plazas are listed on the Official State Map.

NOTE:

This is an excellent way to promote other areas (one promoting each Scenic Drive) and also a good way to promote other seasons.

3.4 Sign Regulation

Vermont has a comprehensive sign law and all highways are covered by this law. No signing is allowed on the interstate system and its ramps, or on 4-lane divided highways. OBDS are allowed on other State highways and town roads as long as they meet the requirements of the law. Private off-premise advertisements are not permitted in Vermont.

3.5 Private Advertisements

Private advertisements are banned in Vermont. Only on-premise signs are allowed and the on-premise sign cannot be installed so that it is intentionally visible from the access controlled highway.

3.6 Enforcement

The Sign Law is enforced and Transportation has the authority to remove illegal signs on or off the highway right-of-way. A transportation employee passing by a temporary illegal sign on the highway right-of-way may remove it without notice; permanently mounted illegal signs go through a formal removal process. The penalty for violation of the regulations is a fine of up to $100 per day. If a sign is removed by State Officials the sign owner is billed for the cost of removal.

3.7 "Welcome To" Signage

The state is responsible for "Welcome To Vermont" signs on state highways.

Each village on the state highway system is signed with a green guide sign. Some of these are plain-text signs; some have a "Welcome To" logo. Municipalities may install their own welcome signs outside the highway right-of-way each with a maximum of 64 sq. ft. and with no more than one such sign in each direction on each highway.

3.8 Visitor Information Centres (VIC)

3.8.1 State Visitor Information Centres
3.8.2 Municipal Visitor Information Centres

3.8.1 State Visitor Information Centres

State Visitor information Centres located along the interstate system are signed with standard MUTCD guide signage.

3.8.2 Municipal Visitor Information Centres

Off interstate VICs are signed with a form of OBDS called Travel Information Directional Signs (TIDS).

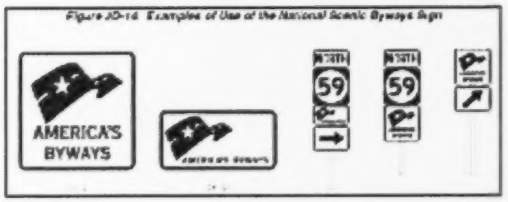
To qualify for MUTCD or TIDS signs the VIC must be open seven days per week for 8 hours each day.

3.9 Industry Communication

Vermont has no outreach program. Businesses with questions normally contact Transportation.

The Tourism Industry supports Vermont's position to preserve the scenic, billboard- free environment while having more signs for themselves.

3.10 Scenic Drive Programs



Vermont Scenic Byways Program is a national program where routes throughout the United States receive a national or state designation. This program includes government grants and very flexible program but nationally is very competitive. There is only $40,000,000 to $50,000,000 designated annually for the program throughout the United States and some state governments will match funds that are awarded to their specific state.

The Vermont Scenic Byways Program is in its infancy and regional byway committees are responsible to develop packages of information including maps, guides, etc. As per MUTCD, signage is not supposed to be the primary source of guidance. Vermont's Scenic Byways develop their own symbols. These symbols are then used for 18" x 24" trailblazer signs. Four signs per town, two in each direction, and after major intersections can be installed along the byway.

3.11 Best Practices

1. There is a ban on all private off-premise advertising on interstate and secondary highways.
2. OBDS Program is open to all businesses not just tourism related businesses.
3. Volunteer committees in highway districts review applications and make recommendations to the Agency of Transportation.
4. Annual sign assessment allows Transportation to correct any problems with signs.
5. Defined administrative rules and definitions.
6. Transportation controls signing outside the highway right-of-way along state-controlled highways even within municipalities.

3.12 Current Issues

1. Fees did not cover cost of producing signs and will be increasing to meet actual cost.
2. Insufficient revenue from programs for OBDS and state-owned Travel Information Plazas (pending legislation to raise fees).
3. Deteriorated condition of locally owned Travel Information Plazas (for which the state has no legal responsibility).

4.0 Maine

4.1 Overview

1. The State of Maine imposes a strict ban on highway advertisements.
2. Maine considers the negative impact of tourism signs on the scenic environment.
3. Maine follows MUTCD Federal laws with respect to highway signing within the State.
4. Maine considers aspects of New Brunswick signing as a positive model.
5. Transportation regulates signing on all highways outside ROW including those through cities, towns and villages.

4.2 Roles

The Maine Department of Transportation (Transportation) is responsible for all tourism signage programs in the State with the exception of the Maine Turnpike which falls under the Maine Turnpike Authority.

(Tourism) plays a very limited role with respect tourism signage.

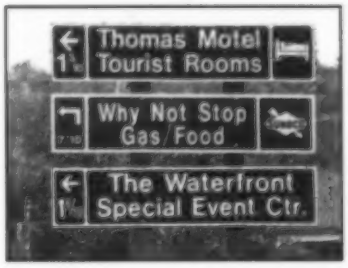
4.3 Sign Programs available to Tourism Industry

4.3.1 Official Business Directional Signing (OBDS) Program

4.3.2 Generic Service Signing Program

4.3.3 Logo Signing Program

4.3.1 Official Business Directional Sign (OBDS) Program



Maine, like Vermont, has no special signage programs specifically for tourism businesses. The comparable program to the New Brunswick TODS Program in Maine is the Official Business Directional Sign (OBDS) Program. The OBDS Program allows all types of businesses not just tourism businesses to sign.

Under this program:

- The sign must be within 10 miles of business.
- Only the registered company name is permitted on the sign.
- Signs are directional only – no advertising is allowed.
- Signs are not permitted on the same road as the business
- A permit is required from Transportation.
- Municipal approval is required when OBDS signs are installed within a municipality.
- Non-reflectorized signs are 12" x 48" and can be any color and may have a logo.
- Reflectorized signs are white lettering on a blue background and may include a logo of any colour.
- Reflectorized signs are available in three sizes (12"x48"; 16"x72" and 20"x 84".
- Letter heights are 3 ½" upper case for signs 12"x48"; 5" upper case for signs 16"x72" and 6" upper case for signs 20"x 84".

- The sign may contain up to 10 characters per line including spaces with a maximum of two lines per sign with a logo or symbol or up to 14 characters per line including spaces without a logo or symbol.
- Signs may include logos, symbols, arrows and distances.
- Three signs are allowed per post assembly
- 200' spacing is required between post assemblies and can be installed from the intersection up to 2,500'.
- Signs are fabricated and supplied by the applicant to Transportation for installation.
- Annual fees are $15 per year per sign for non-reflectorized signs and $30 per year per sign for reflectorized signs.

4.3.2 Generic Service Signing Program

Maine's offers a Generic Service Signing Program for food, phone, gas, lodging, hospital and camping facilities at interchanges on divided controlled access highways of five or more miles in length.

Under this program:

- Services must meet defined minimum hours of operations depending on the service.
- All services except hospital and camping must be within 2.5 miles of the interchange.

- Hospital and camping must be within 5 miles of the interchange.
- On interstate 95 north of Route 16, Old Town, the distance for all services except hospital and camping is 5 miles from the interchange and for hospital and camping the maximum distance from the interchange is 10 miles.
- Services must be available seven days per week, on a year-round basis, except camping.
- At interchanges in urban areas where it is apparent that you are in an urban area, service signing is not installed with the exception of signing for hospitals.

4.3.3 Logo Signing Program

Maine's Logo Signing Program is contracted out to Maine Logos Inc.

Maine Turnpike Authority (MTA) has their own Logo Program, also contracted out to Maine Logos Inc., for Lodging, Camping and attractions – gas or food businesses, other than those on the turnpike do not qualify for logo signs on the Maine Turnpike as MTA sells gas and food.

Under this program:

- Logo signs may only be installed on portions of the interstate that are rural in character.
- Logo signs are not permitted along the interstate where the speed limit is 55 miles/hour or less. (Bangor, Portland and Kittery)
- OBDS signs must be installed to provide continuity before logo signs are installed on the interstate.

- Only logos for food, fuel, lodging, camping, and attractions are allowed.
- Food, fuel and lodging must be within 2.5 miles of Exit; camping must be within 5 miles and attractions within 10 miles of Exit.
- There is a $100 application fee per logo.
- The cost to participate is $1,200 per logo in each direction annually. The ramp confirmation sign, with arrow only, is included in the cost. Maine Turnpike Authority charges $1500 per logo in each direction annually and the ramp confirmation sign with arrow is included in the cost.
- There must be a minimum of three businesses to participate before a sign structure can be installed.

4.4 Sign Regulation

Under the Maine Traveler Information Services Act off-premise highway advertisement signs are prohibited on all highways in Maine. All billboard signs were removed in 1978.

Municipal bylaws can be more strict but not less strict than the Maine Traveler Information Services Act.

4.5 Private Advertisements

Under the Traveler Information Services Act only on-premise signs are permitted along Maine's highway system. The on-premise sign must be on the same property as the business and within 1,000 feet (305 metres) of the business.

4.6 Enforcement

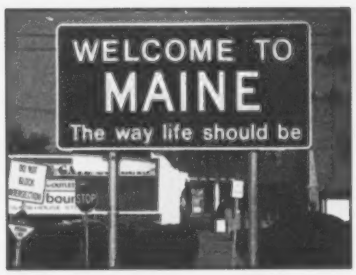
Transportation is proactive in removing illegal signs. They have the authority to remove illegal signs on or off the highway right-of-way. The penalty for violation of the regulations is a $200 fine borne by the land owner and the sign owner.

Transportation sends a letter to the sign owner giving a 30-day notice to remove the sign before action is taken by Transportation officials. If the sign owner's identity is not know or easily attained the notice may be sent to the land owner. In the event that the sign is not removed, Transportation removes the sign at the expense of the owner.

4.7 "Welcome To" Signage

4.7.1 Welcome to State
4.7.2 Welcome To Municipality

4.7.1 Welcome to State



A standard white letter on a blue background "Welcome To" Maine sign is manufactured and installed on the highway right-of-way by Transportation at gateway locations.

4.7.2 Welcome To Municipality

"Welcome To" a Municipality sign must be installed outside the highway right-of-way. There is a criteria that includes colour, shape and size depending on the highway classification where the sign will be installed.

There was a Community Enhancement Program called the Community Gate Program whereby a municipality qualified for funding for various community related enhancements including "Welcome To" signs. The Community Gateway Programs also included funding for such projects as gazebos, gardens, etc. The municipality submitted a design to Transportation and an Evaluation Team scored the submissions. However, this Program failed to secure funding.

4.8 Visitor Information Centres (VIC)

Maine has seven State VICs owned by Transportation and the operation of these Centres is the responsibility of Tourism. Tourism subcontracts the operation of the Centres. Signs for the State VICs are with white letters on a blue background. Maine follows the guidelines set down in

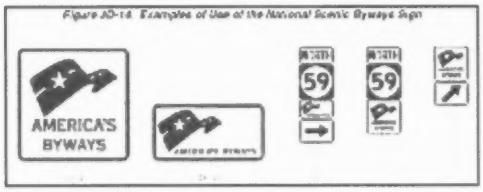
the MUTCD to determine sign size which considers such factors as the class of highway, speed limit, etc.

Tourism does not promote municipal-operated VICs.

4.9 Industry Communication

Maine Transportation and Tourism has very limited communication with the tourism industry with respect to tourism signage.

4.10 Scenic Drive Programs



Maine has four nationally designated scenic byways. These scenic byways are promoted on the Maine Tourism website.

When a National Scenic Byway sign is installed on a National Scenic Byway or an All-American Road, the design shown above is used. Use of this design shall be limited to routes that have been designated as a National Scenic Byway or All-American Roads by the U.S. Secretary of Transportation. If used, the sign is placed so that the roadway route signs have primary visibility for the road user.

4.11 Best Practices

1. The strict and swift enforcement of the Maine Traveler Information Services Act.
2. Provide excellent signage on the interstate to provide the motorist with what they need to reach their destination.
3. Maintaining of standards on all guide signs.

4.12 Current Issues

1. The signing programs in Maine need to be evaluated for effectiveness.
2. Policies and criteria for tourism signing appear to be lacking.
3. Lack of a signage program to direct motorists (visitors) once they are off the Interstate.
4. Transportation feels the logo program does not enhance tourism or tourism businesses.
5. Signing decisions, contrary to standard highway signing practices, have been made in some areas.
6. It is perceived the Maine tourism industry finds the sign programs confusing
7. Currently both Tourism and Transportation are reactive only but they are working to create a more proactive system. Funding and staffing impact this.
8. Lack of space for signs has become an issue along the interstate in the Portland and Bangor area.
9. Funding various signing programs.
10. Establishing sign "owner".
11. Creating administrative policy.

5.0 New Hampshire

5.1 Overview

1. Off-premise advertising adjacent to the interstate system in New Hampshire has been controlled since 1956. Since 1995, a ban has been placed on highway advertisements adjacent to interstate, federal aid primary and turnpike highways that have been designated as Scenic and Cultural Byways.
2. New Hampshire Department of Transportation (Transportation) overseas and implements signage regulations.
3. Transportation is responsible for controlling signing on access controlled highways outside the highway right-of-way within Municipalities.
4. New Hampshire has a TODs program that follows a strict format and does not allow marketing type information on the TOD signs.
5. No "straight ahead" signs are permitted
6. The Highway Beautification Act was enacted by Congress in Washington. New Hampshire complies with its requirements.

5.2 Roles

Transportation administers all State signing laws and is responsible to develop and administer all tourism signing programs. In addition, Transportation owns and operates State Welcome Centres (VICs).

The Department of Resources and Economic Development's (Tourism) role in tourism signage programs, at most, is only advisory. Tourism collaborates with Transportation in the development of scenic byways. Tourism is responsible for the production and racking of brochures in the State Welcome Centres.

5.3 Sign Programs available to Tourism Industry

5.3.1 Tourist Oriented Directional (TOD) Program

5.3.2 *Specific* Motorist Service Signing Program (logo signs)

5.3.3 *Generic* Motorist Services Signing Program (service tabs)

5.3.1 Tourist Oriented Directional (TOD) Signs

New Hampshire has a TOD Signing Program for businesses considered by New Hampshire as a tourism business.

Under this program:

- TOD signs are not permitted on interstate, turnpike or 4-lane divided highways within New Hampshire.
- Eligibility is based on criteria.
- Signs are directional only – no advertising is allowed.
- Signs are not permitted on the same road as the business (no "straight ahead" signage).
- Up to three TOD signs are permitted per sign structure and up to three sign structure are permitted per intersection provided there is sufficient space and the installation does not cause driver distraction due to other signing requirements at the same intersection.
- Sign sizes vary from 4'x9" to 7'x16" to 8'x20" depending on the speed on the roadway on which the TOD sign is installed.

- The corresponding letter height ranges from 2 ½" to 5" to 6" depending the size of the TOD sign.
- The permit fee is $10 per year per sign and the manufacturing and installation fee is $400 per sign
- Applicants are required to have trailblazer or other TOD signs to the business where necessary.
- Seasonal operators are responsible to cover signs in the off season.

5.3.2 Specific Motorist Services Signing Program (logo signs)

New Hampshire offers a Logo Sign Program to provide the road user with business identification and directional information for essential services.

Under this program:

- Logo signs are limited to gas, food, lodging and camping.
- The permit is provided for a one-year period and use is guaranteed for two years.
- Logo signs are installed on the off-ramps only, no logo signs are allowed on the controlled access highways.
- In rural areas businesses must be within a maximum of three miles of the rural ramp (5 miles for camping) and within a maximum of one mile of an urban ramp (5 miles for camping).
- A maximum of 6 logos are permitted per sign with a maximum of 4 sign structures per interchange.

- Logo panels are 18" x 30" provided by the applicant according to predetermined specifications.
- The installation is $350 per logo with an annual renewal fee of $50 per logo and $350 per logo for the installation of replacement logos.
- A logo may be removed and replaced with a logo for a business that opens closer to the ramp than an existing business.
- Logos may not be used that are not easily recognizable to the consumer.

5.3.3 Generic Motorist Services Signing Program (service tabs)

Standard Service Signs with the appropriate symbol are installed on New Hampshire interstate, turnpike and other limited access highways at interchanges or exits where one or more of the services are located.

Under this program:

- Only food, fuel, phone, lodging, hospital, camping and tourist information qualify for service tabs.
- New Hampshire has adopted the criteria and standard symbol from the Manual of Uniform Traffic Control Devices (MUTCD).
- If required, a symbol with directional arrow will be located at the end of the off ramp.

- In rural areas the service must be located within 1 ½ miles of the ramp and where trailblazing is not required beyond the end of the off ramp.
- In urban areas the service must be located within ¼ mile of the ramp and where trailblazing is not required beyond the end of the off ramp.
- Transportation funds the cost of the Generic Motorist Service Signing Program.

5.4 Sign Regulation

Unlike the other states visited, New Hampshire regulates the installation of highway advertisements along the interstate, federal aid primary and turnpike highway systems. However, no new off-premise advertising devices can be erected along sections of the interstate system acquired subsequent to July 1, 1956. Additionally as of 1995 no new off-premise advertising devices can be erected adjacent to interstate, turnpike or federal aid primary highways that have been designated as Scenic & Cultural Byways.

5.5 Private Advertisements

Private advertisements in New Hampshire are controlled by State Statutes along interstate, turnpike and federal aid primary state highways.

5.6 Enforcement

Transportation is responsible for enforcement of New Hampshire's tourism signing laws. A letter is forwarded to an illegal sign owner requesting removal within 30 days. Failure to remove the illegal sign results in an Administrative Hearing between the sign owner and the Supervisor of Outdoor Advertising Control. Appeals are taken before a Transportation Appeal Board and if the sign owner fails to comply with the decision, Transportation removes the structure and bills the sign owner.

5.7 "Welcome To" Signage

5.7.1 Welcome To State
5.7.2 Welcome to Municipality

5.7.1 Welcome To State

Transportation is responsible to manufacture, install and maintain Welcome To New Hampshire signs along the state highway system. Welcome To New Hampshire signs include a slogan "Live Free or Die". Efforts were made to change the Welcome To New Hampshire signs with a promotional slogan but public pressure forced the State to return to the original slogan "Live Free or Die".

5.7.2 Welcome to Municipality

Welcome To municipality signs are not allowed on interstate highway.

5.8 Visitor Information Centres (VIC)

New Hampshire has 17 State Welcome Centres located at Canterbury, Colebrook, Hooksett (2) Lebanon, Littleton, Nashua, Conway, Salem, Sanbornton, Seabrook, Shelburne, Springfield, Sutton, Antrim (seasonal), Epsom (seasonal) and Rumney (seasonal).

State Welcome Centre signing is installed on interstate and turnpike highways.

Transportation is responsible for the maintenance and cleaning of the Centres as well as providing the Welcome Centre greeters referred to as the Granite State Ambassadors. Tourism is responsible to produce and to rack the brochures at the Welcome Centres.

5.9 Industry Communications

There is no regular communication with the New Hampshire tourism industry.

5.10 Scenic Drive Programs

New Hampshire has a Scenic and Cultural Byways Program that was established in 1992. New Hampshire's Scenic and Cultural Byways program is one of many now in place nationwide. These statewide programs are tied directly to the National Scenic Byways Program.

5.11 Best Practices

1. Motorist Service Signing Program (logo's).
2. Tourist Oriented Directional Sign Program.
3. Defined administrative rules and definitions.
4. Transportation controls signing on controlled access highways outside the highway right-of-way within municipalities.

5.12 Current Issues

1. Digital signs to be addressed in the regulations.
2. Defining what an attraction is.
3. Permit fees do not cover the administrative costs.
4. Finding solutions to clean areas where sign proliferation has occurred. Route 16 is a designated Scenic Byway and is "littered" with advertisement signs previously grandfathered in 1970-1977.
5. Logo Program is unfair to the smaller operators (not a level playing field).

6.0 Ontario

6.1 Overview

1. Private signs (billboards) are not allowed on freeways within 400 metres of the highway right-of-way outside municipalities.
2. Private signs (billboards) are allowed on other types of highways (Kings Highway).
3. The TODS Program and the Logo Program are administered by Canadian TODS Limited.
4. The Ministry of Tourism and Culture (Tourism) is responsible to develop the TODS Program and the criteria for attraction classification.
5. The Ministry of Transportation (Transportation) is responsible to issue permits for TODS and Logo signs.
6. Transportation and Tourism work together to evaluate and monitor the TODS Program.
7. Signs are not considered an advertising tool – they are for wayfinding /directional purposes only.

6.2 Roles

Tourism is responsible to develop and revise the TODS Program including the establishment of eligibility criteria for the TODS Program. Tourism works with Transportation to evaluate and monitor the TODS Program.

MTO/Tourism is responsible to approve the graphics for the TODS Area Profile Signs.

Tourism field staff work with Tourism Route representatives to bring the Tourism Route designations, signing, brochures, maps, etc. together.

Transportation's responsibility is to regulate signs in accordance with the Commercial Signing Policy. Transportation sets technical standards for the TODS Program. Transportation is the custodian of the Logo Sign System and develops the eligibility rules, sign design, support, spacing

and safety. Transportation issues permits under the TODS Program, Logo Signing Program and Billboard Signs Program.

Service Centres along Ontario Freeways also fall under the mandate of Transportation. Canadian TODS Limited (C-TODS) is the delivery agent for the TODS and Logo Sign Programs. It manages the implementation and ongoing delivery and maintenance of the sign systems across the province. This includes the management of the finances, operations and maintenance, administration and marketing of programs. C- TODS was selected as the delivery agent under a competitive bid process.

The government, through the Ministries of Tourism and Transportation, is responsible for programs and policy developments, setting and monitoring contract terms, technical and installation standards, and monitoring and evaluation of the signing systems.

6.3 Sign Programs available to Tourism Industry

6.3.1 Tourism-Oriented Directional Signing (TODS) Program

6.3.2 Logo Program

6.3.1 Tourism-Oriented Directional (TOD) Signs

The Ontario TODS Program includes:

- TODS Regular Attraction signs
- TODS Major Attraction Sign
- TODS Area Profile Sign
- TODS Tourism Route Signs

The Ontario TODS Program differs from the New Brunswick TOD Program in that Ontario regular attraction TODS signs are permitted to be installed on access controlled highways and more than one sign is allowed on a sign structure.

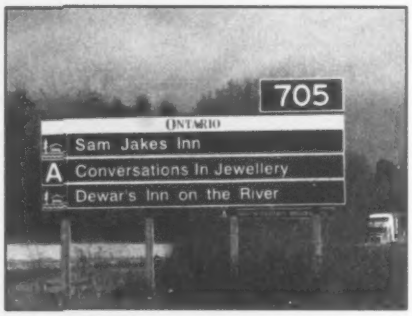
The TODS Program in Ontario is a joint Tourism and Transportation Program that provides signage on provincial highways to aid motorists in locating tourist attractions, operations and services.

The Program is fully funded by tourism operators at no net cost to the Province.

The Ontario TODS Program is sub-contracted and delivered by Canadian TODS Limited.

Under the TODS Major and Regular Attraction Program:

Major Attraction



Regular Attraction

- TODS are considered wayfinding/directional only, no advertising is allowed. There is too much information on these signs for the motorist to read. It is believed the motorist is looking for a specific business and will "scan" the sign for the specific business only.
- Tourism establishes eligibility criteria and both departments work together to evaluate and monitor the signage program.
- The sign package includes an advance sign on the access controlled highway, a sign on the ramp and confirmation signs to the establishment.
- The maximum distance a business may be from the exit is 40 km.

- Cost for a Major Attraction sign in one direction is $3,900 - $4,500 for freeway and ramp, + $60 - $153 for each trailblazer. On average, the annual cost for a Major Attraction (freeway) sign would be $4800 (using six trailblazer signs).
- Cost for a Regular Attraction sign in one direction is $300 - $600 for a freeway and ramp + $60 - $153 for each trailblazer. On average, the annual cost for a Regular Attraction (freeway) sign would be $1200 (using six trailblazers).
- Two Major Attraction signs are permitted per sign structure whereas three Regular Attraction signs are permitted per sign structure.
- Major Attraction Signs may use a corporate logo and are larger in size where Regular Attraction signs use a generic icon and are smaller in size.
- The costs for these signs do not cover the actual costs incurred for manufacture, installation and maintenance by the contractor in year one.
- Beginning in 2010 costs can increase a maximum of 3% annually based on CPI.
- Major Attractions have priority where there are more applicants than sign space.
- A tourism operation is eligible for major attraction signing on an urban freeway or highway if it has attendance per year of 30,000 or more, and on a rural freeway or highway if it has attendance per year of 15,000 or more. The Tourism operator must provide audited receipts to validate statement of attendance.
- Letter heights are based on the posted speed of the highway. In general letter for freeways are 13.33" and on a King's Highway they are 8".
- There are waiting lists for TODS signs at some locations due to lack of available sign space.

Under the TODS Area Profile Sign Program:

- TODS Area Profile Signs are high graphic signs that promote a major marketing area, theme or activity.
- A maximum of two Area Profile Signs, one for each direction of travel, are permitted on each provincial highway which passes within 40 kilometres of its boundary but which does not pass through the themed area. Signs must be located in advance of a crossing roadway which provides direct access to the area.
- The cost for an area profile sign on a freeway is $1200 annually and on a Kings Highway is $600 annually.
- The sign applicant must:
    - Identify a single sponsor responsible for the sign.
    - Show that the sponsor has drafted a current and comprehensive tourism marketing strategy.
    - Demonstrate that the sign supports existing/ established marketing priorities of the region.
    - Demonstrate that application is based on cooperative efforts of local/regional tourism authorities and represents consensus of same.
    - Demonstrate involvement of (and endorsement by) local Ministry of Tourism field staff.

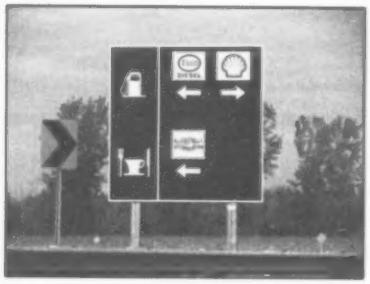
- Themed area must:
  - Have a set of cultural, physical, and social characteristics that create a sense of regional identity.
  - Contain an adequate tourism infrastructure to support tourism development (including all utilities, roads, business services, and other social services necessary to support tourism businesses and to cater to tourists' needs).
  - Be larger than just one community or one attraction.
  - Contain existing attractions, or have the potential to support the development of sufficient attractions to draw tourists.

Under the Tourism Route Signing Program:

- Tourism routes differ from other signed tourist operations in that they are routes (linear or circular) which lead motorists to stop at diverse tourist operations along a path, sometimes with side paths.
- The operations signed as stopping points along the route must be eligible individually for signing as tourist attractions and must agree in writing to be signed as route members.
- An organization or operation must be designated as the route's representative for signing purposes, and will be responsible for all dealings with and payments to the delivery agent.

- The organization must present a budget and marketing plan:
    - route map and brochure should be part of the basic system.
- The following need to be signed:
    - directions from a major highway to the route,
    - start/finish of the route,
    - attractions on the route or on spurs to the route,
    - the route itself,
    - all signs on the route carry the same logo.

6.3.2 Service Specific (Logo) Signing



Transportation has an agreement with C-TODS to provide Logo signs.

Under this program:

- Logos are approved for food, fuel and accommodation businesses.
- The business must be within 5 kms of the Exit.
- Logo signs are installed on freeways and exit ramps as well as trail blazer signs as required.
- Logo size for mainline is 90cm x 105cm and logo size on ramps is 45cm x 53cm.

- A business must:
  - not be participating in the TODS program
  - be available to the general public
  - be open for business seven days a week, twelve months a year
  - be located 5 kilometers or less driving distance from the primary point of intersection to the main door of the business and no more than 2 turns from the intersecting roadway
  - have required Trailblazer signs in place, together with supporting municipal permits and/or approvals prior to the installation of the logo sign
  - be visible from the intersecting roadway or adjacent roadway which forms part of the trailblazer route
  - have a direct entrance to the business
  - comply with all relevant legislation

6.4 Sign Regulation

Ontario regulates advertising signs under the Commercial Signing Policy. The Commercial Signing Policy was developed to balance the needs of the business community and tourism industry with the safety, aesthetic and environmental concerns of the general public. The Policy considers such things as sign size, location and setback. The number of signs and the way they are placed on or adjacent to provincial highways is controlled.

The policy applies to all highways except for Billboards which are not permitted within the permit control area adjacent to freeways.

In Northern Ontario where bush country extends close to or onto the highway right-of-way Transportation permits signs to be closer to or on the right-of-way on some highways except freeways.

No one can install a sign within the Ministry's permit control area of 400m without receiving a Sign Permit from Transportation.

6.5 Private Advertisements

In Ontario, highway advertisements are regulated within 400 metres of any property line of a highway. The Commercial Signing Policy does not permit advertisements (billboards) to be installed within 400m along freeways (400 series highways). However, advertisements (billboards) may be installed within 400m, with a permit from the Minister, along the King's Highway (all other highways except 400 series).

The initial permit fee for King's Highway is $10/sq m (minimum $150) with an annual renewal fee of $6.50/sq m (minimum $130).

Under the Commercial Signing Policy permits may be issued for Location Signs which includes on-premise signs, commercial plaza or industrial signs, home occupation signs, development/real estate/construction signs, portable signs, seasonal fruit and vegetable signs and welcome to municipality signs.

6.6 Enforcement

Under the Ontario Public Transportation and Highway Beautification Act, the Minister has the authority to direct any land owner to remove or alter any sign, notice or advertising device displayed. If the land owner fails to comply within 30 days, the Minister may, in writing, authorize any person to enter upon the land involved to do whatever is necessary to comply with the direction.

The Act also states that every person who contravenes or fails to comply with a direction given or is guilty of an offense and on conviction is liable to a fine of not less than $50 and not more than $500 for the first offense and not less than $200 and not more than $1000 for any subsequent offense (currently under review).

Corridor Management Officers are located throughout the province at local area offices i.e. Thunder Bay, North Bay, London, Downsview and Kingston. These Corridor Management Officers are responsible for the administration of the Commercial Signing Policy in their respective areas.

6.7 "Welcome To" Signage

6.7.1 Welcome to Province
6.7.2 "Welcome To" Municipality signs

6.7.1 Welcome to Province

Ontario uses a non-changeable sign format for the Welcome to Ontario message.

6.7.2 "Welcome To" Municipality signs

Must be installed within the municipal limits and may only identify the name of the municipality.

Transportation may also install municipal boundary signs that can include such things as municipal name, population, the number of interchanges and/or a municipal logo or welcome message.

6.8 Visitor Information Centres (VIC)

There are 18 Provincial Travel Information Centres in Ontario; 11 year-round and 7 seasonal. They are all are at gateway border locations with the exception of Barrie and downtown Toronto.

Travel Information Centre signs are not part of the TODS Program.

Tourism is currently considering changing the symbol for their Travel Information Centres from "?" to "i".

Tourism is planning on providing more exposure for the Travel Information Centres.

There are visitor centres with direct access off the 400 series highways called "Service Centres" that provide food and fuel services. These Centres fall under Transportation and are contracted out to a private company to operate.

The seasonal Travel Information Centres have outdoor signage for industry that includes a large tripod with a bench called "Tower Signage".

6.9 Industry Communication

Signage programs are communicated to Industry through stakeholder bulletins, emails, phone calls, meetings and posting on the Tourism website.

6.10 Scenic Drive Program

See the TODS Tourism Route Signing Program under TODS signs – page 85.

6.11 Best Practices

1. Consistency in sign design principles e.g. the logo signs are consistent with logo programs throughout the US.
2. Qualification criteria that ensures an adequate level of service to motorists.
3. A strong working relationship with service providers to ensure the program meets the needs of the motoring public.
4. Transportation controls signing on controlled access highways outside the highway right-of-way within municipalities

6.12 Current Issues

1. Space limitations on urban freeways where essential motorist services tend to be concentrated.
2. Dealing with customers that do not meet the qualification criteria.
3. Dealing with requests to have signing expanded to either additional signs or signing well in advance of the actual service.
4. Enforcement
5. Complaints on TODS Program due to time required to get a sign installed or repaired.
6. Sign maintenance.

7.0 Québec

7.1 Overview

1. Private advertisement signs are not permitted within 75 metres of an autoroute.
2. Québec has a Private Tourist Facility Sign Program that is similar to a TODS Program.
3. Private Tourist Facility signs are located on controlled access highways except in high traffic urban areas where signs are limited to major attractions only. Private Tourist Facility signs are also installed on other highways such as national, regional and municipal.
4. Québec has a Food and Fuel Service Sign Program that is similar to a Logo Program.
5. Québec has minimal flexibility within the Quebec Signage Programs.
6. Private advertisements are allowed along certain thoroughfares from 15 metres of an autoroute if it's within an urbanized perimeter and depending on the panel's dimensions.
7. Québec has some roads under "Transports Québec's" jurisdiction and others under municipality jurisdiction.
8. Signage is consumer driven; not operator driven.
9. Signs are not for marketing but are for wayfinding purposes.
10. The ministère des Transport du Québec is a member of the Transportation Association of Canada (TAC).
11. The ministère du Tourisme (Tourism) and the ministère des Transports du Québec (Transportation) work cooperatively on the development of signage programs.

7.2 Roles

Tourism and Transportation work in partnership on the Québec signage programs for tourism establishments. The two Departments are responsible for the content of the tourist sign program. The implementation of the sign programs and installation of signs are sub-contracted to a non-profit organization - ATR associées du Québec (ATRAQ).

a) Transportation

Transportation acts as project manager for the sign system across Québec. They determine standards regarding sign content, dimension, location, distance, etc. Transportation approves sign plans provided by ATRAQ and ensures sign standards are maintained. They also approve the installation of signs.

Transportation and Tourism work in collaboration to define and assess tourist sign programs.

b) Tourism

Tourism works with the regional tourist associations to establish an annual list of eligible facilities, based on criteria, for the Private Tourist Facility Sign Program. Tourism assesses sign applications and rules on the applicant's eligibility to participate in the tourist sign program.

Tourism advises the various tourist organizations involved (ATRs, municipalities, government offices and organizations) to assist them develop their own policy on tourism signage, in accordance with the government policy.

Tourism and Transportation work in collaboration to define and assess tourist sign programs.

c) Regional Tourist Associations

Until 2007-2008, Regional tourist associations were the first point of contact for submitting an application for tourist signs and were responsible to process and assess the applications for their region.

Since 2008, under specific agreement between the Regional Tourism Associations and ATR associées du Québec, this role is now the responsibility of ATR associées du Québec.

Until 2007-2008, Regional Tourist Associations recommended eligible tourist facilities to Tourism. Since 2008, this role is now the responsibility of ATRAQ.

Until 2007-2008, the Regional Tourist Association ensured that tourism facilities comply with the criteria for the duration of the contract. Since 2008, this role is now the responsibility of ATRAQ.

They participate in the annual review of eligible tourist facilities and eligibility criteria.

When the number of eligible tourism facilities exceeds the number of spaces available at an intersection or freeway exit, a selection process must be applied to determine which tourist facility will be signed. The Regional Tourist Association can chose based on criteria that they have developed and that have been approved by the ministry of Tourism

d) ATR

Under an agreement between the ministry of Tourism, ministry of Transportation and ATR associées du Québec, ATRAQ is responsible for the manufacture, installation, and maintenance of the tourist sign system.

ATRAQ finalizes agreements/contracts with eligible tourism businesses which comply with the standards established by the ministry of Transportation.

ATRAQ promotes the tourist sign program to eligible businesses across Québec and ensures program continuity throughout the Province.

7.3 Sign Programs available to Tourism Industry

7.3.1 Private Tourist Facility Sign Program (similar to TODS)

7.3.2 Public Tourist Facility Sign Program (similar to TODS)

7.3.3 Food & Fuel Service Sign Program (Logo)

7.3.1 Private Tourist Facility Sign Program

Regular Attraction

Major Attraction

The Québec Private Tourist Facility Sign Program includes:

- Regular Attraction Signs
- Major Attraction Signs

The Québec Private Tourist Facility Sign Program differs from the New Brunswick TOD Program in that the Québec regular attraction Private Tourist Facility signs are permitted to be installed on access controlled highways and more than one sign is allowed on a sign structure.

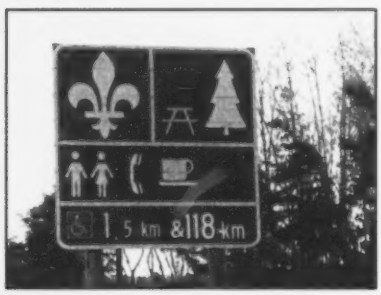
The Private Tourist Facility Sign Program in Québec is a joint Tourism and Transportation Program that provides signage on provincial highways to aid motorists in locating tourist attractions, operations and services.

Under this program:

- ATRAQ is sub-contracted to deliver the Program which includes the manufacture, installation and maintenance of the regular and major attraction signs.
- The sign layout of major and regular attraction signs is consistent throughout the Province.
- Tourist facilities must meet established basic criteria as well as any specific criteria developed for their specific category.
- Private Tourist Facility signs are located on controlled access highways except in high traffic urban areas where signs are limited to Major Attractions only. Trailblazing signs must be installed to provide a continuous flow of information and direction up to the tourist site, on all Québec highways, including national, regional, and municipal highways even if they run through several municipalities or regions.
- Major attractions signs may be installed for tourist facilities located in the following tourist regions: Montreal, Québec City, Outaouais, Laurentides, Montérégie, Laval, Cantons-de-l'Est, and Mauricie. In addition to the basic criteria, major attractions must also meet the definition and criteria established for major attractions by the ministry of Tourism. One of the criteria is visitor attendance ranging from 750,000 for Montreal to 40,000 visitors for Mauricie.
- The tourist facility pays for all costs related to the manufacture, installation and maintenance of the sign and enters into a three-year contract with fees being paid annually by the facility.
- The cost in 2009 for a Private Tourist Facility sign (regular or major attraction) vary from $480 to $2199 depending on the road classification with an annual cost for the length of the contract of $729 (contract of three years). Costs vary each year according to the Consumer Price Index for Québec.

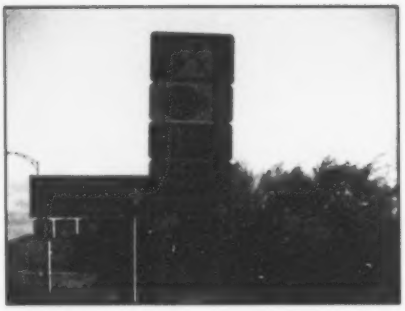
- Three attraction signs are permitted per sign structure and if installed on the freeway, the tourist facility must be located within 20 kms of the exit on the freeway.
- When space becomes limited, a group signing, sharing of space or selection of facilities must be made. The facilities are selected either by the Regional Tourist Association (ATR) or by the Ministry of Tourism according to the annual tourist patronage data of the facilities if the Regional Tourist Association abstains from selecting the facility to be signed.

7.3.2 Public Tourist Facility Sign Program



These signs are installed for roadside parks, national parks, wildlife reserves, etc. that are owned by the Provincial or Federal Governments. The colour brown is used to differentiate these facilities from private tourist facilities.

7.3.3 Food and Fuel Service Sign Program



This is a logo type program to identify fuel and food services located in the immediate area along the autoroutes (freeways) in Québec. ATRAQ is sub-contracted to deliver the program and to manufacture, install and maintain the logo signs.

Under this program:

- The business must be located within 5 kms of the Exit and be open 7 days per week year round.
- Logo size for the autoroute is 150cm x 90cm and logo size on ramps is 75cm x 45cm.
- The annual cost in 2009 for a logo sign is $2072 for a three-year contract. Costs vary annually according to CPI Québec.
- A maximum of four logos are permitted per sign structure.
- Trailblazer signs must be installed to provide continuous information from the freeway to the business.
- When trailblazer signs are required to be installed on municipal streets or roads, ATRAQ is required to obtain written authorization from the municipality for the logo sign. The municipality may authorize ATRAQ to install the signs or the municipality may install the logo signs in accordance with prescribed standards. When trailblazer signs are required to be installed on municipal streets or roads, those signs must be in place before the freeway signs are installed. The same applies to private tourist facilities.

- Priority is based on the needs of the motorist and therefore priority is given to fuel over food.
- When there are more applications for logo signs than space permits, a selection is made to determine the business that will be signed for a three-year contract.
- Logo signs are not permitted in the large metropolitan areas of Montreal, Quebec City, Gatineau, Trois-Rivières and Sherbrooke.

7.4 Sign Regulation

Québec regulates advertising signs under two acts and one regulation (An *Act to Prohibit Commercial Advertising along Certain Thoroughfares*, the *Roadside Advertising Act* and the *Regulation Respecting Roadside Advertising*).

- An act to prohibit commercial advertising along certain thoroughfares. (Applies to advertising installed on roads where the speed limit is greater than 70 km/h, inside the municipalities governed by the Cities and Towns Act and within 200 metres of the edge of the road. Also, the restrictions varies according the fact that the advertising is placed within an urbanization perimeter or not).Thus, all municipalities with the designation of "ville" are under this act like Ville de Gaspé, Ville de Percé, Ville de Montréal, Ville de Québec, etc.
- A roadside advertising act. (Applies to advertising signs installed along highways maintained by the Minister of Transportation outside municipalities that are governed by the Cities and Towns Act and within 300 metres of the edge of the road). Therefore, all municipalities with a designation of "municipalité", "canton" (township), "paroisse" and "village" are under this act like Municipalité de Grande-Vallée, Village de Grande-Rivière, Canton d'Orford or Paroisse de Packington, etc.
- A regulation respecting roadside advertising

Each law has different restrictions concerning different subjects such as the dimensions, the panels type, etc. The regulation contains specific details about the application of The Roadside advertising act.

7.5 Private Advertisements

See 7.4 above. The permit issued by Transportation is valid for one, three or five years based on the applicant's wishes. A 1-year permit is $50, a 3-year is $100 and a 5-year permit is $150. The permit is renewable at the end of the term with the same fee structure but only for advertisements that are regulated by the Roadside Advertising Act.

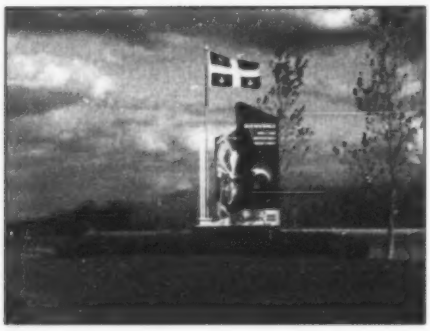
7.6 Enforcement

Under the *Roadside Advertising Act,* to prohibit commercial advertising along certain thoroughfares, every person who installs advertising or causes or allows advertising to be installed in contravention of section 1, is guilty of an offence and is liable to a fine of $500 to $2,000 in the case of a natural person and $2,000 to $10,000 in the case of a legal person.

7.7 "Welcome To" Signage

7.7.1 Welcome to Province/State
7.7.2 Welcome to Municipality

7.7.1 Welcome to Province/State



Québec uses a non-changeable sign format for the Welcome to Québec message.

Other "Welcome to Province" signs (see below) are installed on numbered highways 100 to 199, on freeways and at international airport exits. They include the telephone number of the government's tourist information call centre that road users can call to obtain tourist information for Québec.

Entering Tourist Region Sign

Entering Tourist Region signs (see below) are installed at points of entry into tourist regions, on numbered highways 100 to 199 and on freeways, to indicate the name of the tourist region the highway user is entering. These signs include the telephone number of the government's tourist information call centre that road users can call to obtain tourist information for Québec.

7.7.2 Welcome to Municipality

Welcome to Municipality signs are permitted on all highways but only for municipalities, not for other entities such as counties. The municipality is responsible for designing the sign and some guidance is provided in the Québec Traffic Manual as to how to design the sign.

7.8 Visitor Information Centres (VIC)

There are seven provincially operated Visitor Information Centres in Québec. Five of the Visitor Information Centres are located at border crossings and two are located within the municipalities of Montréal and Québec City. All of the provincial Visitor Information Centres are operated on a seasonal basis.

Three other types of visitor centres are signed on public highways:

- Tourist Information Offices: These offices are located in the main urban centres of Québec, on major highways, or at strategic tourist traffic intersections. They are responsible for providing complete information on the region in which they are located, and complementary information on bordering regions, on regions crossed by tourist travel routes, and on major destinations, including Montréal and Québec City.

- Tourist Welcoming Offices: Tourist welcoming offices are local tourist offices serving a neighborhood, a place, or a group of neighboring municipalities. Signs may be installed on a freeway when the office is no further than 2 km from the freeway and is open all year round, as well as recommended by the Regional Tourist Association. The signs are the same as Tourist Information Offices.

- Tourist Information Stands: A tourist information stand is a space that is set up to provide visitors with information through other means than on-site personnel. The information can be in textual, cartographic, photographic, or electronic form. They are signed at 2 km from the site in either direction.

Municipal Visitor Information Centres must meet established criteria to receive accreditation as a Visitor Information Centre in Québec.

7.9 Industry Communications

Tourisme Québec communicates with the tourism industry in Québec through the tourism associations, various committees, through newsletters and through their website.

There is a well formatted series of booklets produced by Transportation for each of the tourist signing programs.

Tourism and Transportation feel the tourism industry in Québec is very satisfied with the current signing programs in that province.

7.10 Scenic Drive Programs

Tourist Route Sign Program (under the responsibility of ministry of Transportation)

The Scenic Drive Program in Québec is determined by the ministry of Transportation and the ministry of Tourism. There are 22 Tourism Regions in Québec and each Region is permitted a maximum of three scenic drives. Currently there are 15 scenic drives in the province that are recognized by the program and signed on the road network. Transportation has a 5-year contract with the organization responsible for promoting the scenic drive (in most cases the Regional Tourism Association, a regional County Municipality or a non-profit corporation)

which includes installation and maintenance of the signs for the duration of the contract. The Tourism Region pays for brochures, websites, etc. to promote and market the scenic drives with the region.

Scenic Drive signs are installed every 10 km in rural areas and every 2 km in urban areas and at decision points. Access to scenic drives is done by installing signs on major freeways and highways leading to the scenic drive itself. These signs are installed at least 20 km apart.

7.11 Best Practices

1. The province follows the standards and maintain the principles of each program (no exceptions)
2. The signing programs are well funded.

7.12 Current Issues

1. Highway Advertisements have two separate laws which create a problem for enforcement.
2. Private operators installing homemade signs, sometimes within the ROW. These do not help the operator or the visitor.
3. Too many signs and too many names on signs within municipalities.

8.0 New Brunswick

8.1 Overview

1. Private advertisement signs installed within the regulated area of a highway (500m from edge of travelled lane) are controlled in New Brunswick.
2. Private advertisements are permitted one metre outside the right-of-way with a permit from the Department of Transportation.
3. The Department of Transportation controls private advertisement signs outside municipalities, with cities and towns controlling private advertisements signs within their boundaries.
4. New Brunswick offers a TODS Program that includes major, secondary, regular attraction signs.
5. Tourism is responsible to classify attractions within the three major, secondary and regular attraction categories.
6. Transportation is responsible to manufacture, install and maintain the TOD signs.
7. Tourism and Transportation maintain an active partnership in the development of tourism sign programs to provide a wayfinding network for the visitor.
8. An Interdepartmental Sign Committee, comprising of senior members from both departments, meets quarterly to discuss signing issues and to assess the various signing programs.
9. Consumer research is used in making tourism sign decisions.
10. Signs are not considered an advertising tool – they are for wayfinding/directional purposes.
11. New Brunswick is a member of the Transportation Association of Canada (TAC).
12. Tourism communicates with the Tourism Industry Association of New Brunswick (TIANB) on a regular basis with respect to signing issues.

8.2 Roles

The Departments of Transportation (Transportation) and Tourism and Parks (Tourism) are responsible for the development of the tourism sign regulations for the Province of New Brunswick.

Transportation administers the TODS Program which includes sign manufacture, installation and maintenance; Tourism provides the lists of tourism businesses that meet established criteria for each attraction.

Transportation administers the Highway Advertisement Regulation which includes issuing highway advertisement permits and approving advertisement sign locations for the Highway Advertisements Program; Tourism approves the sign face design for highway advertisements and approves the types of businesses that may qualify for a highway advertisement sign.

8.3 Sign Programs available to Tourism Industry

8.3.1 Tourist Oriented Directional (TOD) Sign Program
8.3.2 Service Tab Signing Program
8.3.3 Private Advertisements Program

8.3.1 Tourist Oriented Directional (TOD) Signs

The TOD Signing Program New Brunswick offers signing for Major, Secondary and Regular attractions. However, Regular attraction signs are not permitted along the level I and level II access controlled highways.

This Program provides signing within the highway right-of-way to aid motorists in locating tourist attractions and services. The Program is fully funded by the tourism operator with DOT manufacturing, installing and maintaining the signs.

Under this program:

- Major and Secondary attractions are identified by Tourism through an Attraction Classification Program. (The Attraction Classification Program is currently under review).
- Attractions must meet Tourism's eligibility criteria to participate in the TOD Signing Program.
- Unlike other jurisdictions, New Brunswick's TOD signs must be designed to include both official languages.
- Only one tourism business is displayed on a sign structure.
- The distance a TOD major attraction sign can be installed from the business depends on the classification of the highway where the sign will be installed. TOD signs can be installed on the nearest arterial highway from the attraction or if installed on a highway that is not an arterial highway, must be installed within 25 km of the business.
- Major and secondary attraction signs are fabricated on extruded aluminum panels and installed on aluminum posts.
- The size of the major attraction sign is dependent on the message appearing on the sign. The average size of a major attraction sign is 16' x 14'.
- The tourism business is charged the actual cost for DOT to manufacture and install the sign which is estimated at $55 / sq ft.
- The size of a secondary attraction sign is 12' x 8' and costs $6000 for manufacture and installation.
- There is no annual fee for major or secondary attraction signs, however, the tourism business is responsible for the

cost to overlay the sign when maintenance is required (life-expectancy is approximately 18 years).

- Regular attraction signs are manufactured by DOT on MDO plywood and installed on 5" x 5" pressure treated wooden posts.
- The size of a regular attraction sign is dependent on the name of the tourism business with a maximum size being 4' x 10'.
- The symbol on the regular attraction sign denotes the type of business with only the symbol, official business name and the distance to the business or exit appearing on the sign.
- Regular attraction signs cost $600 each for manufacture and installation with an annual maintenance fee of $100 per sign.
- All follow-up tab signing is included in the cost of the regular attraction sign.
- Tourism businesses located within a city or town do not qualify for Regular attraction TOD signs.
- The operation and maintenance of the Trans Canada Highway (TCH) between the Quebec Border and Moncton is managed by two private companies; Maritime Road Development Corporation (MRDC) and Brun-Way Operations Inc. (Brun-Way). Route 1 between the US Border and River Glade is managed by Dexter Transfield Service (Dexter).
- The manufacture and installation of TOD signs (Major Attractions, Secondary Attractions and Visitor Information Centre signs) within the highway right-of-way of the TCH between the Quebec Border and Longs Creek, is the responsibility of Brun-Way and between Longs Creek and Mountain Road in Moncton is the responsibility of MRDC and on Route 1 is the responsibility of Dexter.
- Currently, signing within the right-of-way on all other provincial highways is the responsibility of Transportation.

8.3.2 Service Tab Signing Program

New Brunswick offers two service tab signing programs; the Blue Stand-alone Service Tab Sign Program (BSA) and the Rural Service Tab Sign Program. The objective of the BSA Program is to provide the motorist with direction to essential services and visitor services/activities within close proximity of level I and level II access controlled highways. The Rural Service Tab Program provides the motorist with direction to services and attractions on the rural highway network.

Under this program:

- A set of criteria has been established for the use of each service symbol.
- The maximum distance from the highway to a fuel station is 3 km; food, 4 km, accommodation 5 km and all other services 10 km.
- A maximum of six tabs are permitted on a BSA sign.
- Priority is given to the essential services of food, fuel, and accommodations with the fourth priority given to visitor information centres.
- A follow-up tab with a directional arrow to the service(s) is installed at the end of the exit ramp.
- The manufacture and installation of service tab signs within the highway right-of-way of the TCH between the Quebec Border and Longs Creek and on Route 95 from Woodstock to the US Border at Houlton is the responsibility of Brun-Way.

- The manufacture and installation of service tab signs within the highway right-of-way of Route 1between the US Border at Calais and River Glade is the responsibility of Dexter.
- The manufacture and installation of service tab signs (BSA and rural tabs) installed within the highway right-of-way of the all other provincial highways is the responsibility of Transportation.
- All costs associated with the BSA Program and the Rural Service Tab Program are borne by Transportation except for BSA signs and tabs installed on the TCH between the Québec Border and Longs Creek and Route 95 between Woodstock and the US Border at Houlton and on Route 1 between the US Border at Calais and River Glade. Brun-Way and Dexter are responsible for costs associated with the BSA signs installed along those highways.

8.3.3 Private Advertisements Program

Transportation administers the Highway Advertisements Regulation and issues highway advertisement permits. For level I and level II controlled access highways, the highway advertisement must be designed based on one of 20 available formats and a set of research-based sign specifications developed by Tourism. Transportation approves the location of the highway advertisement and Tourism approves the sign face.

Formatted signs are not required for highways that are not level I or level II controlled access, however, a permit is still required from Transportation.

There is a one-time $75 fee charged for each highway advertisement permit issued by Transportation. Unless otherwise stipulated on the permit, the permits are issued for an indefinite period of time. However, once the permit is issued there is a requirement for the highway advertisement to be installed within six months of the issue date.

8.4 Sign Regulation

In New Brunswick the Highway Advertisements Regulation controls advertisement signs installed along all provincial highways located outside cities and towns and along level I and level II controlled access highways inside cities and towns. Private advertisements are permitted one metre outside the highway right-of-way with a permit from Transportation. The Regulation was developed to achieve a balance between keeping highways safe and uncluttered and to provide additional direction to tourism attractions and services.

Private advertisement are permitted for the promotion of tourism related activities and attractions referred to as "specific interests". Specific Interest is defined as any interest that pertains to fuel, food, accommodation, a recreational facility, an historic site, a museum, a handicraft or antique outlet, a natural phenomenon attraction or another tourist attraction.

8.5 Enforcement

Under the Highway Advertisements Regulation the Minister of Transportation has the authority to direct a business, land owner and/or sign owner to remove an illegal advertisement. Normally two letters are sent by registered mail to the business, land owner and sign owner requesting removal of the advertisement within 21 days. If the advertisement is not removed a Ministerial Order is sent to the business, land owner and sign owner giving 10 days from the date of the letter to remove the advertisement. If the advertisement remains in place after the 10 day period, the file is then forwarded to the Office of the Attorney General for legal action. A Court Hearing is scheduled and the Judge, if he finds the advertisement contravenes the Regulation, issues a Court Order against the business, land owner and sign owner to remove the advertisement within a certain time frame. If the advertisement is not removed, Transportation makes the necessary arrangements to have the advertisement removed and all costs are born by the business and/or sign owner (normally the business being advertised). The Court Order will stipulate that the sign cannot appear on any provincial highway without a permit from Transportation. Thus far New Brunswick has been successful in every case that has been brought before the Court with respect to illegal private advertisements.

Enforcement is being implemented in Phases and it is anticipated that Transportation will be moving enforcement to the collector and local road system in the Fall of 2010.

8.6 "Welcome To" Signage

8.6.1 "Welcome To" New Brunswick
8.6.2 "Welcome To" a municipality

8.6.1 "Welcome To" New Brunswick

New Brunswick installs "Welcome to New Brunswick" signs at border entry points to the province. The major entry points to the province are Cape Jourimain, Aulac, St. Stephen, Woodstock, Saint-Jacques, and Campbellton.

In the past, the message and sign design at the major entry points changed to reflect the tourism marketing message/branding. Changes occurred from summer to winter seasons and the designs were revised every two to three years.

Tourism is responsible to update, maintain and fund all "Welcome to New Brunswick" signs.

In 2010, all "Welcome to New Brunswick" signs were to be updated with a more generic message and visual.

8.6.2 "Welcome To" a municipality

Incorporated municipalities are permitted to install "Welcome to Municipality" signs within the right-of-way of all provincial highways. The message on "Welcome to Municipality" signs is limited to "Welcome To", the name of the municipality and a slogan for the municipality.

Signs are installed at the entrance to the municipality to give the visitor a sense of arrival. Each municipality is responsible for the manufacture and installation of the "Welcome to Municipality" sign.

The municipality must obtain a permit from Transportation prior to installing a "Welcome to Municipality" sign. There is no permit fee associated with "Welcome to Municipality" signs.

8.7 Visitor Information Centres (VIC)

8.7.1 Provincial Visitor Information Centres
8.7.2 Municipal Visitor Information Centres

8.7.1 Provincial Visitor Information Centres

There are six Provincial Visitor Information Centres located at major gateway locations to New Brunswick; Saint-Jacques, Woodstock, St. Stephen, Aulac, Cape Jourimain, and Campbellton. These centres are owned and operated by Tourism.

The Provincial Visitor Information Centres are operated on a seasonal basis from late May to mid-October.

Provincial Visitor Information Centres qualify for TOD signs on all classes of highways in New Brunswick. The signs are manufactured, installed and maintained by Transportation with Tourism being responsible for all associated costs of the TOD signs.

8.7.2 Municipal Visitor Information Centres

There are approximately 50 Municipal Visitor Information Centres in New Brunswick. To qualify for signing, as well as for listing on the Tourism website and in Tourism publications, a Municipal Visitor Information Centre must be endorsed by Tourism. The endorsement of these centres is based on a series of guidelines and criteria developed by Tourism.

Tourism-endorsed Municipal Visitor Information Centres qualify for TOD signs on all classes of highways in New Brunswick. The signs are manufactured, installed and maintained by Transportation with the municipality being responsible for all costs associated with the TOD signs.

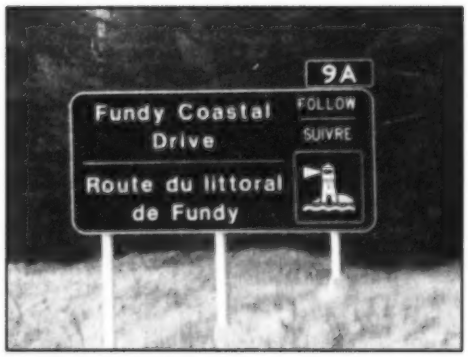
8.8 Industry Communication

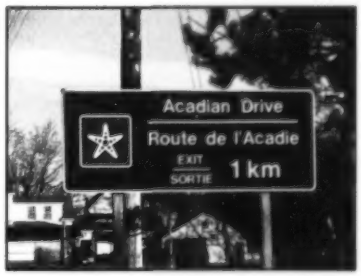
Tourism communicates with the New Brunswick tourism industry regarding signing programs through various venues. Communication is done via newsletters from Tourism, through the Tourism and the Transportation Corporate Websites and through a publication of information on all signing programs entitled "Highway Advertisements Information Kit". Communication is also carried out through the Tourism Industry Association of New Brunswick (TIANB).

Transportation and Tourism have formed an "Interdepartmental Sign Committee" comprising senior/decision making members from each department. The mandate of this committee is to discuss signing issues and make recommendations to the Minister of Transportation.

In some instances, tourism operators may be invited to present specific requests to this committee.

8.9 Scenic Drive Program





There are five Scenic Drives in New Brunswick that are managed and financed by Tourism. The Scenic Drives include:

Acadian Coastal Drive
River Valley Scenic Drive
Fundy Coastal Drive
Miramichi River Route
Appalachian Range Route

These Scenic Drives where designated in 1992 and any requests for changes to the routing must meet developed criteria as well as acceptance by operators that would be negatively impacted by the routing change.

An extruded aluminum sign identifying the name of the Scenic Drive is installed at the beginning of each Scenic Drive with trailblazer signs installed every 8 km along the route and at all decision points along the route.

In 2009, new color coded symbols were designed with a single, simple image to represent each Scenic Drive and replaced the more complex, detailed symbols.

Transportation completes an annual assessment of the signing along each scenic drive by driving the routes and assessing the signs to determine whether maintenance is required. All costs related to the manufacture, installation and maintenance of Scenic Drive signs is the financial responsibility of Tourism.

The Scenic Drives are also the foundation for most of the marketing done by Tourism. Scenic Drives are included in tourism publications, on the Tourism Consumer Website and throughout various advertising and marketing campaigns and promotions.

8.10 Best Practices

1. Enforcement
2. TOD Signing Program:
    - with one business/sign
    - regular attraction sign costs
    - sign size

3. Highway Advertisements Program – design specifications for major highways – readability
4. Signing Programs are consumer driven and research based
5. Defined rules and standards
6. The consistency in the design and layout of signs.
7. Qualification criteria that ensures an adequate level of service to motorists.
8. The New Brunswick TOD Sign Program allows an operator individual signs thus increasing readability.
9. Maintaining fairness and a level playing field for all operators is a priority for both Departments.
10. The efforts of Tourism and Transportation to find possible solutions for various tourism signage issues identified by individual tourism operators.

8.11 Current Issues

1. The lack of knowledge and understanding of available signage programs.
2. Industry operators do not make the Transportation the first point of contact for signage questions and/or issues.
3. Industry expectation that enforcement is not as efficient and swift as it could be as illegal signs appear to stay in place too long.
4. Industry confusion regarding the various signing administrators (DOT, MRDC, Brun-Way, Dexter and cities and towns).
5. The perception that government pays for signs for tourism businesses.
6. Lack of tourism operator signs from the exit to the business.

Tables

Distance from Roadway for Private Advertisement Signs (Billboards)

NB	1 metre outside ROW (approx. 46m)
PE	Banned
NS	1,000 metres (1 Km)
VT	Banned
NH	Banned
ME	Banned
ON	400 metres
QC	75 metres

Signage Programs Available to Tourism Industry

Province State	Private Signs	TODS Type	Logo	Service Tabs
NB	✓	✓	-	✓
PE	-	✓	-	-
NS	-	✓	✓	✓
VT	-	✓	-	✓
NH	-	✓	✓	✓
ME	-	✓	✓	✓
ON	-	✓	✓	-
QC	✓	✓	✓	-

Are out-of-province signs allowed within your Province/State?

NB	No
PE	No
NS	No
VT	No
NH	No
ME	No
ON	No
QC	No

Confusing Who You Contact

Place	Contact
NB	Transportation, Brun-Way, MRDC, Dexter, cities, towns
PE	Tourism
NS	Transportation
ON	Transportation
QC	Transportation
VT	Transportation
NH	Transportation
ME	Transportation

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